REPUTATION BEFORE RESCUE · USSSA CIRCLE OF SUCCESS

YOUR REPUTATION INSURANCE POLICY

Answer these five questions now, on a calm day, so you're not deciding in a crisis.

School _____ Date _____

1 Who speaks for the school?

One spokesperson plus a backup. Everyone else says: "Let me get you to the right person."

Spokesperson _____ **Backup** _____

Insurer / attorney contact (for safety incidents) _____

2 Which situations need a response?

Step 0: respond publicly when it...

- ☐ Involves safety
- ☐ Is spreading or drawing engagement
- ☐ Has a factual error others will believe
- ☐ Is a parent clearly asking for help

Handle privately or let it go: a single vent with no traction, trolling, or anything that would expose a child or family.

Our rule _____

3 Who monitors reviews and social media, and how often?

A name and a rhythm. Think Google, Facebook, Yelp, Instagram, and local parent groups.

Who _____ **How often** _____ **Where** _____

4 What are our three key messages?

Three sentences about who you are. Example: "Safety comes first in everything we do."

1. _____
2. _____
3. _____

5 How do we reach parents fast during an issue?

Email list, text system, app. Test it before you need it.

Channel _____ **Who sends it** _____ **Last tested** _____

WHEN SOMETHING GOES WRONG: THE RESPONSE FRAMEWORK

1. **Respond quickly** — Within hours, even if it's "we're looking into this."
2. **Lead with empathy** — Acknowledge the feeling before the facts.
3. **Take it offline** — Offer a real name and a direct phone number.
4. **Facts, not emotions** — Share what you know. Don't guess or get defensive.
5. **Share your actions** — Tell people what you're doing about it.
6. **Close the loop** — Follow up privately, and publicly when it helps.

THIS WEEK

One deposit I'll make: _____

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Build trust before you need it.