



Future work in crisis communication  
*for the*  
*Working Group on Public Communication*  
*of nuclear regulatory organisations (WGPC)*

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Madrid, 9-10 May 2012

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- ◆ **The Road Map on Crisis Communication address adequately national aspects**
- ◆ **The international aspect of communication call for an extension of the Road Map**
  - **Communicate for other countries**
  - **Translations, phone calls, etc**
  - **Keep aware of media feedback in other countries**

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## 2 - Communication Plans



- ◆ **Successful crisis communication relies on adequate daily communication**
- ◆ **Usually NRO Communications Teams are separated from international relations**
- ◆ **Need to work on NRO communication plans**
  - Preparation of pedagogic information to be provided in case of event
  - Integration of international dimension in public communication

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## 3 - Social Media



- ◆ **Social Media is becoming universal**
  - Cannot replace classic means (PR, web...)
  - Challenge the work load of Press officers
  - Useful tools to notify web update
- ◆ **NROs need to get more experience**
  - SM used only recently by NRO (2011...)
  - Need to continue sharing experience with WGPC
- ◆ **WGPC should monitor the use of new information technologies**

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- ◆ The **WGPC** will continue to provide guidance to **CNRA** for best **NRO** communication
  - Extension of the Road Map to international
  - Development of Communication plans
  - Best use of new technology (Social Media)
- ◆ The **Flashnews** system will continue to be used by **NRO** communicators to quickly alert their counterparts on events attracting media interest so they can be the reliable source of information in their country