Student’s Name

Professor’s Name

Course Code

Date

**Crisis Communication Plan Targeting Wells Fargo's Employees**

The goal of the communication crisis is to restore trust among employees and stakeholders. After the crisis, which happened at the bank, the employee became demoralized and deserted and therefore, there is a need to ensure that the team remains the focus. The purpose of the plan is to improve the performance of employees and help in bringing unity and confidence among the employees. It is essential for employees to remain focus on the key objectives of the company and this cannot happen without addressing issues affecting the employees.

**Target Audience**

The main target audience is employees of the company. Employees are individuals employed by Well Fargo either on a permanent or temporary basis. Again, these are employees who were involved in the banking crisis to open imaginary accounts using the client's name. It was established that the majority of employees were involved in the crisis and therefore, almost 40% of employees are victims. The next targets are customers and other shareholders of the company. The key message would be trust, honesty, and performance among employees. It intends to provide an illustration of the importance of honesty, trust, and confidentiality to the bank.

**Communication Tool**

The appropriate communication tool would be an internal memo. The internal memo will be placed on the company's notice board and send to employees via email as well. Wells Fargo should also use newspaper and social media to communicate to employees. The social media platform such as LinkedIn, facebook and twitter will be also to disseminate information to employees. Otherwise, it can also use radio, to get information to the secondary audience such as shareholders and customers.

**Advertising tool**

It will be recommended for the company to use social media and newspaper as an advertising tool. This is because most employees are on social media and can easily access the information on social media and therefore, the use of social media will give employees easy accessibility. Again social media is free and therefore, the company is not going to spend any amount to ensure that the message is disseminated.