

Cherry Hill Advisory Reputational Risk Rapid Response Toolkit

Instructions:

This tool is designed to help your organization evaluate how prepared it is to manage a viral, public-facing reputational event. Think of high-speed incidents involving senior executives, customer interactions, public content, or social media exposure.

Each section targets a specific function. Use it during internal audits, quarterly ERM reviews, tabletop exercises, or board prep sessions.

SECTION 1: Policy and Conduct

✓ Question Owner Notes

☐ Do we have a written executive code of conduct that covers relationships, public behavior, and reputational risk? Legal / HR

☐ Are workplace relationship policies clear, enforced, and trained on at the exec level? HR

☐ Do our policies extend to behavior at public events and conferences? HR / Legal

☐ Is there a process to report and escalate concerns involving senior leadership? Internal Audit / Legal

SECTION 2: Digital Monitoring and Crisis Detection

✓ Question Owner Notes

☐ Do we use a real-time media monitoring tool (e.g. Meltwater, Brandwatch, Google Alerts)? Comms / Risk

☐ Is there a threshold for flagging viral mentions of company name or execs? Comms / ERM

☐ Are impersonations and fake content actively tracked (e.g. phony press releases, AI-generated statements)?
IT / Legal / Security

SECTION 3: Reputational Risk in the ERM Framework

✓ Question Owner Notes

☐ Is reputational risk explicitly documented in our ERM risk register?
ERM

☐ Do we test reputational risk scenarios as part of quarterly or annual risk workshops? ERM / Internal Audit

☐ Do we score it by both *likelihood* and *velocity* (how fast it spreads)? ERM

SECTION 4: Crisis Communication Plan

✓ Question Owner Notes

☐ Is there a documented communications playbook for viral or reputational events? Comms

☐ Are specific roles named (not just departments) for media response, legal review, and exec decision-making?
Comms / Legal / Leadership

☐ Does it include social media response, press releases, FAQs, and a rapid internal communication loop?
Comms / HR / Legal

☐ Has the plan been tested in a tabletop exercise in the last 12 months?
Internal Audit / Comm

SECTION 5: Board and Governance

✓ Question Owner Notes

☐ Are the board and audit/risk committees briefed on reputational risk posture at least annually? CFO / Chief Risk Officer

☐ Is there a process for fast board-level updates during reputational events?
General Counsel / CEO

✓ **Scoring Guidance:**

- **15+ boxes checked:** You're in good shape, but test response speed regularly.
- **10 –15 boxes checked:** Medium risk. Start with scenario testing and policy updates.
- **<10 boxes checked:** High exposure. Consider this a priority remediation project.

Cherry Hill Advisory helps organizations strengthen internal audit and enterprise risk. We provide clear, practical guidance to boards, internal audit, and risk teams, especially when risks are fast-moving and reputations are on the line. We are experts in strategic risks, cyber, AI, ESG, and internal audit quality.



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