

---

# Research on Media Crisis Public Relations Strategy of Civil Servants

**Xiangming Fang\***

Today Hubei, Wuhan 430000, Hubei, China

*\*Author to whom correspondence should be addressed.*

**Copyright:** © 2026 Author(s). This is an open-access article distributed under the terms of the Creative Commons Attribution License (CC BY 4.0), permitting distribution and reproduction in any medium, provided the original work is cited.

---

**Abstract:** In the new media era, civil servants' media crisis management skills have become essential competencies, serving as a vital tool to uphold governmental authority, enhance credibility, and protect public trust. This paper examines strategies for developing such capabilities, analyzes their significance, and addresses current challenges in training. The proposed recommendations aim to improve civil servants' digital literacy and crisis response capabilities, thereby enabling them to better fulfill their roles in public service and governance.

**Keywords:** civil servant; media crisis public relations; strategy

---

**Online publication:** February 26, 2026

## 1. Introduction

As the face of the nation and government, civil servants' crisis management capabilities in new media have become a key benchmark for evaluating their professional competence. To meet evolving demands, we must innovate training methodologies that align with contemporary trends, continuously enhancing their ability to handle media crises. This ensures timely and effective responses during crises, thereby strengthening governmental authority and credibility. Such efforts will lay a solid foundation for sustainable socio-economic development and constructive public opinion guidance.

## 2. The significance of crisis public relations of civil servants in the media

### 2.1. It helps to enhance the government's image.

In the digital era, crisis management for civil servants in media has become a vital component of their professional duties. Effective crisis response to diverse media information helps maintain government credibility and authority. Particularly when addressing self-media content, timely and accurate information releases can effectively mitigate misunderstandings and rumors, thereby strengthening public trust in the government and ensuring stable socio-economic development. Moreover, competent crisis management skills demonstrate the government's accountability, enhance its authority and credibility, and facilitate the fulfillment of social governance and public service functions.

## **2.2. It helps to strengthen policy promotion**

Beyond guiding public opinion, civil servants' media crisis management also serves to enhance policy promotion. In the digital age, new media has become a vital platform for government policy dissemination. By releasing policy updates and public affairs news through official new media channels, authorities can better reach the public, ensuring timely understanding of policy objectives and boosting public awareness and acceptance. Moreover, this crisis management process is interactive, effectively addressing public concerns about policies and facilitating their smooth implementation. It fully demonstrates civil servants' role as a bridge between the government and citizens, thereby strengthening the government's positive image in the public eye.

## **2.3. It helps maintain social stability**

The core mission of media crisis management for civil servants is to maintain social stability and harmony. As public servants entrusted with the responsibility of social governance and public service, they must proactively address potential conflicts. Effective crisis management enables timely guidance of public opinion, preventing the unchecked spread of negative sentiments and harmful narratives. This capability proves particularly vital during social hotspots and negative media coverage. By maintaining open communication with the media and delivering accurate information, civil servants can stabilize public sentiment, mitigate social tensions, and ultimately foster a conducive public opinion environment for sustainable societal development.

# **3. Problems in the public relations of civil servants in media crisis**

## **3.1. The crisis PR was not timely.**

Media crisis management for civil servants has become a key indicator of their professional competence in today's era. Timely handling of media crises is essential to maintain social stability and harmony. The most distinctive feature of the new media age is the rapid dissemination of information and the convenience of information access. Given these characteristics, the timeliness of media crisis management for civil servants is paramount. However, in practice, some civil servants fail to respond promptly to sudden media crises, leading to uncontrolled information dissemination and rapid spread of negative public opinion. This lack of timeliness in crisis management results in missing the optimal window for public opinion guidance, which is detrimental to social stability and harmonious development.

## **3.2. Inadequate media regulation**

Public service media crisis management relies on a robust media oversight framework to ensure officials stay informed about media coverage, particularly regarding crisis-related information. However, current media supervision systems remain inadequate. On one hand, the lack of effective monitoring and evaluation mechanisms prevents civil servants from comprehensively tracking media trends, making it difficult to detect potential crisis signals in a timely manner. This often leaves them in a reactive position when crises emerge. On the other hand, the imperfect media regulation system, especially regarding self-media content, allows misleading information to circulate. Such misinformation severely damages the government's image and challenges its authority and credibility.

## **3.3. Lack of transparency in information disclosure**

Information transparency and openness serve as effective solutions to media crises. When facing such crises, civil servants should promptly disclose information based on actual circumstances, revealing the full scope of events to stabilize public sentiment. However, in practice, some civil servants, due to various considerations, fail to disclose information in a timely and transparent manner, opting to conceal certain details or delay releases. This lack of transparency not only fails to alleviate public doubts and anxieties but may also exacerbate information confusion and misunderstandings, further fueling negative public opinion. Moreover, such opacity undermines government credibility, hindering the provision of effective

social services and governance.

## **4. Public relations strategy of civil servants in media crisis**

### **4.1. Grasp the right timing to enhance the timeliness of crisis PR**

Public service media crisis public relations is a time-sensitive work, which requires the public service to grasp the right time to release information and respond, solve the media crisis in the least stage of influence, maintain social stability, guide the public mood, and maintain the government's authority and credibility.

First, during the media crisis phase, civil servants must swiftly identify the root causes and sources of the crisis. On one hand, they should promptly release accurate and authoritative information through official channels based on comprehensive data, clarify facts, and prevent the spread of rumors and misinformation. Timeliness is crucial in this process. Civil servants need to continuously expand their information channels, maintain close communication with media outlets, and ensure real-time awareness of media developments. They should promptly refute and correct false information through official releases and press conferences, accurately conveying the truth to the public to minimize the spread of rumors and prevent further escalation. On the other hand, they should leverage the interactivity of new media platforms. By flexibly adjusting information release strategies according to the crisis's progression, they can maintain effective public communication, keep the public informed about event developments, and collect real-time feedback through new media to understand public perceptions and needs. This information will guide subsequent communication and crisis management. Additionally, civil servants should actively collaborate with media, providing accurate and comprehensive information to ensure objective and fair reporting of media crisis events, thereby preventing damage to the government's image caused by misinformation.

Secondly, during media crisis management, civil servants must conduct on-site investigations to fully understand the true circumstances of the incident. On one hand, they should promptly contact information issuers to grasp their intentions and background, obtaining critical details in real time to make accurate assessments. Simultaneously, they should actively coordinate with stakeholders to form a collaborative response team, jointly developing strategies and measures to ensure efficient collaboration during crisis management, thereby preventing further escalation caused by communication breakdowns or fragmented actions. On the other hand, establishing a rapid response mechanism is crucial to seize the initiative in public opinion and curb the spread of rumors and misunderstandings. This involves swiftly activating specialized media crisis protocols, clearly defining responsibilities and divisions of labor among team members, ensuring seamless coordination between information collection and dissemination, and formulating tailored strategies for different types of media crises. Timely release of accurate information should guide public opinion effectively.

Furthermore, after a media crisis, it is crucial to promptly address the aftermath. Timeliness is paramount in this process. Authorities must swiftly disclose the causes, progression, and final resolution of the incident to the public, presenting the full picture of the crisis with an objective and fair perspective. From the outbreak of the crisis to its resolution, the entire handling process should be transparently communicated to prevent the public from being misled by misinformation or rumors. Simultaneously, actively gathering public feedback on the crisis management outcomes is essential. Any public concerns or grievances should be addressed and explained promptly, which not only reflects the duties and mission of civil servants but also serves as a key measure of their media crisis management capabilities. Effective post-crisis measures demonstrate the government's sense of responsibility, further strengthen public trust in the administration, and lay a solid foundation for future media crisis management efforts<sup>[1]</sup>.

### **4.2. Strengthen media supervision and regulate media information dissemination**

Public servants must strengthen media supervision in crisis management, which serves both to regulate information dissemination and facilitate communication between civil servants and the media. A robust media oversight system is essential to support this process, enabling civil servants to swiftly identify crisis-related information and trace its sources

during media incidents, thereby resolving crises at their earliest stages.

First, we must actively advance media supervision mechanisms to clarify responsibilities and obligations in crisis reporting. This involves preventing media outlets from exaggerating facts or spreading misinformation for click rates or ratings, establishing robust entry and exit mechanisms for media platforms, and imposing strict penalties on non-compliant operations to ensure regulatory compliance in information dissemination. Additionally, strengthening collaboration with mainstream media is crucial to guide them in playing a positive role by promptly releasing authoritative information and stabilizing public sentiment. Special attention should be paid to regulating self-media on new media platforms. These platforms must assume corresponding oversight and review responsibilities, ensuring all self-media content undergoes rigorous verification before publication. Accounts spreading false information that disrupt social order should face severe legal penalties. Furthermore, establishing public opinion monitoring mechanisms on new media platforms using advanced technologies to track real-time self-media activity is essential. This approach enables early detection of potential media crises, providing valuable time for government officials to conduct crisis management.

Secondly, establishing a collaborative mechanism between media and civil servants is essential. By creating a unified government-media communication platform, this system ensures civil servants can promptly receive crisis information and maintain timely coordination with relevant media outlets during media crises. Through this platform, both parties can jointly develop crisis response strategies while ensuring consistent and accurate information dissemination. In the digital era, building such a collaborative platform has become feasible. Government agencies can partner with enterprises to develop customized media platforms that integrate information from multiple channels, enabling civil servants to fully grasp media trends. These platforms also provide efficient real-time communication channels, facilitating swift and effective exchanges between civil servants and media. This approach ensures rapid development of scientific and reasonable response plans during media crises, thereby enhancing civil servants' capabilities and proficiency in media crisis management.

Furthermore, to strengthen media oversight and standardize information dissemination, continuous professional training for media practitioners is essential. This involves enhancing their ethical standards and operational competencies to ensure objective, impartial, and accurate information delivery during crisis management, thereby fostering a favorable public opinion environment for civil servants in media crisis response. Additionally, regular joint training sessions between media and civil servants can improve their collaborative skills and crisis management expertise. Such initiatives enable media to better understand government workflows and policy directions, while civil servants gain deeper insights into media communication principles. This synergy in crisis management effectively regulates media information dissemination, upholds government credibility, and maintains social stability <sup>[2]</sup>.

### **4.3. Improve the information disclosure mechanism and enhance the credibility of the government**

The public information mechanism should be improved to make the media crisis information public in time, so as to obtain the public trust and support from the root, enhance the credibility of the government and maintain the authority of the government.

First, it is essential to improve the information disclosure mechanism, particularly for media crises and public incidents. The government should establish an efficient and transparent information release process to ensure accurate and comprehensive information is released to the public as quickly as possible after a crisis occurs. Dedicated information release channels should be set up to enable the public to access the latest and most authoritative information in a timely manner. At the same time, the interactive nature of new media should be fully utilized to promptly address public concerns, building a real-time communication bridge between the government and the public. Any questions, doubts, or concerns raised by the public should be responded to accurately and clearly in the first instance to prevent the spread of misinformation and the breeding of rumors. Additionally, the review and supervision of information release content should be strengthened to prevent the dissemination of false information, thereby maintaining the government's credibility and authority.

Secondly, to further refine the government information disclosure mechanism, detailed procedures and standards must be established, clearly defining responsible entities and time-bound requirements. On one hand, clear accountability divisions should be implemented, with different entities taking timely and effective measures for various types of media crises to ensure standardized and orderly information disclosure. On the other hand, explicit timelines for crisis response must be set to ensure prompt action during the critical window after a crisis occurs, thereby avoiding public dissatisfaction and speculation caused by delayed responses. Additionally, a priority system for information release should be established, prioritizing updates on major crises with broad impacts to ensure the public receives accurate information promptly. Furthermore, regular evaluations and summaries of information disclosure efforts should be conducted to continuously optimize processes and enhance both efficiency and quality of information disclosure.

Furthermore, it is essential to actively transform the philosophy of information disclosure. The government should maintain openness to the public, and civil servants must adopt an open attitude during media crisis management. They should proactively disclose details of crisis events and their resolution processes, willingly accept public scrutiny and inquiries, and earn public understanding and trust through sincerity. Meanwhile, innovative approaches to information disclosure should be adopted, leveraging modern information technology to expand channels and enhance both coverage and timeliness. Additionally, continuous training for civil servants is crucial, fostering dual improvements in both ideological awareness and practical skills. Regular specialized training on media crisis management should be conducted to strengthen civil servants' crisis response capabilities, enabling them to react swiftly and accurately convey information during media crises, thereby ensuring the quality and effectiveness of information disclosure efforts<sup>[3]</sup>.

## 5. Conclusion

In the new media era, crisis management skills in public service media are fundamental competencies for civil servants and a key component in strengthening civil service development. It is essential to continuously innovate training strategies for these skills, designing programs based on civil servants' actual job responsibilities to effectively enhance their crisis management capabilities. Moving forward, we must continue to align with contemporary development trends to improve civil servants' performance, better embody the principle of wholeheartedly serving the people, and provide crucial safeguards for social stability and public well-being.

## Disclosure statement

The author declares no conflict of interest.

## References

- [1] Li WJ, Zheng JY, Yang F, 2025, Can Crisis Information on Government Social Media Stimulate Public Insurance Awareness? Evidence from Public Health Emergencies. *Journal of Northeastern University (Social Sciences Edition)*, 27(06): 69-80.
- [2] Li ZB, Cao Q, Wang MH, et al., 2024, Social Media Monitoring: An Important Tool for Government Public Crisis Response. *International Public Relations*, (22): 142-144.
- [3] Zhong W, Liu ML, Fu XT, 2024, Crisis Communication in Government New Media: A Review of Research and the Proposal of a Comprehensive Framework. *China Administrative Management*, 40(11): 131-140.

### Publisher's note

Whoice Publishing remains neutral with regard to jurisdictional claims in published maps and institutional affiliations.