

# Strategic Communications launches mobile app

BY KEVIN TAMPONE  
JOURNAL STAFF

SYRACUSE — A local communications firm is trying to adapt to the changing nature of its business with the release of a mobile app aimed at its clients.

“Everything is going that way,” says Crystal Smith, senior consultant at Syracuse-based Strategic Communications, LLC. “Everything is on your phone.”

The company’s app includes much of the information contained in the crisis communications plans it develops for its clients. Strategic Communications also provides public relations, government relations, and strategic planning.

The crisis plans can be anywhere from 12 to 40 pages long and contain detailed steps that guide organizations through a communications crisis. They also include contact lists, media statements, and more.

Smith says the company realized the plans had to go mobile if clients were going to use them effectively. The company’s staff began thinking about whether to develop an app when they considered how often they pulled out their own phones, she says.

“Everything is going that way,” says Crystal Smith, senior consultant at Syracuse-based Strategic Communications, LLC. “Everything is on your phone.”

“We just figured it might be a good investment. This is a way to ensure people are using [the plan],” Smith says. “We’ve had a great response so far.”

The app is available only to Strategic Communications clients. It’s meant as a tool for them, Smith says, but there is no charge for it beyond a hosting fee. The app is now part of the company’s standard offering in the area of crisis communications.

Strategic Communications worked with local developer AppFury of Syracuse on the project.

Clients can access the app without any

Internet or cell reception, Smith adds. Through the app, the content from a crisis plan is all loaded onto a phone.

That means the plan is viewable while clients are flying or otherwise out of reach, Smith says. And while the app doesn’t include all of a plan’s content, it’s enough for an individual to get by.

The app is an example of how the firm’s approach to planning for a communications crisis evolves constantly, Smith adds. As part of a crisis plan in years past, Strategic Communications gave its clients wallet-size cards with key contacts and media statements.

The app is the next step.

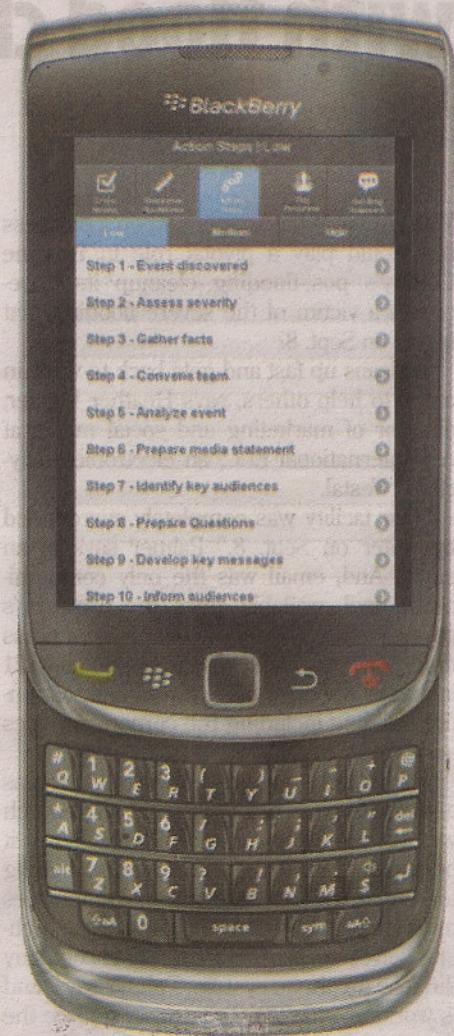
“It’s a natural progression,” Smith says.

She notes that because clients now access so much information on their phones, the company must work to make its plans as concise as possible. Trends in communications will likely continue to push the company in new directions, she adds.

And while Strategic Communications isn’t charging for the app, the company can use it to its advantage. When staff members talk to clients about apps, it will help to show the firm has its own experience in that area, Smith says.

“It demonstrates that we understand what we’re talking about,” she says.

Strategic Communications, based at 3532 James St., employs seven people. □



Contact **Tampone** at  
ktampone@cnybj.com