

Creating your crisis communications plan

1 Starting off

- ▶ Define 'crisis' for your organisation
- ▶ Identify the top threats to your organisation
- ▶ Scenario plan different situations according to likelihood and impact
- ▶ Build an internal escalation process

Useful links:

- [Top ten tips for preparing for a crisis](#)
- [Scenario planning grid example](#)
- [Escalation – quick guide](#)

4 Building your response

- ▶ Ensure you have effective media and social monitoring in place
- ▶ Identify your priority stakeholders and how to reach them
- ▶ Have a process for responding to questions on social media
- ▶ Ensure you have an out-of-hours response team

Useful links:

- [Stakeholder engagement template](#)
- [5 quick tips for better crisis comms](#)
- [Navigating your stakeholders in a cyber attack](#)

2 Roles

- ▶ Identify the roles you need to respond to a crisis including:
 - Strategic (leaders and decision makers)
 - Tactical (monitoring and responding)
 - Support (content creation and logging)
- ▶ Audit the skills your team has to respond
- ▶ Ensure you have cover for different roles (e.g. more than one person with social media skills)

Useful links:

- [The skills of modern media relations](#)
- [Crisis teams that work](#)

5 Content and messaging

- ▶ Rehearse content creation tools
- ▶ Create a bank of ready-to-use content (e.g. signed-off messaging)
- ▶ Have a process in place for getting holding lines approved quickly for use on social
- ▶ Know how to assess and respond to mis- and disinformation
- ▶ Identify and train your spokespeople

Useful links

- [Understanding 10 types of fake news](#)
- [Social media timesavers for small teams](#)

3 Logistics

- ▶ Ensure team members can access key corporate comms channels or systems, and shared documents
- ▶ Set-up a channel for communicating with your team in a crisis (e.g. WhatsApp / conference calls).
- ▶ Build a Situation Report (SitRep) template to help track latest known information and actions taken during a crisis
- ▶ Assign a virtual/physical crisis room to be used in the event of a crisis

Useful links:

- [Why crisis cells with structure are more successful](#)
- [Tips for preparing your social media channels](#)
- [Situation Report \(SitRep\) template](#)