CREATING YOUR CRISIS COMMUNICATIONS PLAN

01

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

02

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)

04

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

05

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

06

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

Helpful

Building people's confidence in a digital world