

Crisis Communication Tip Sheet

Once you recognize a crisis is forming, get ready for action and establish a communication plan. This checklist is designed to help you create and execute a communication plan for both internal and external audiences.

1. Assemble A Crisis Team

- Select a Team of Stakeholders from throughout your organization
- Gather all relevant information both internally and externally
- Make sure your chain of command and communication is clear

2. Monitor Media & Information Flow

- Set Up Google Alerts or use a media monitoring service for updates
- Check Social media platforms and accounts for news or commentary
- Set up keyword searches for specific crisis information
- Assess source credibility and double check facts before preparing statements

3. Select a Spokesperson

- Choose a trained and well-prepared spokesperson for your organization who will be the main contact and single voice
- Ensure prepared statements are reviewed by legal team and relevant stakeholders
- Decide how statements and information will be delivered and on what channels and how often updates will be provided

4. Develop Your Messaging

- Be open, honest and transparent with the facts
- Focus on communicating fact-based and most relevant information
- Be empathetic, engaging and educational

5. Communicate with all Stakeholders

- Ensure your staff and employees are well informed and aware of your communication plan
- Communicate with your suppliers, customer and clients
- Address media outlets as needed

6. Prepare Deliverables (as applicable)

- Prepare press releases, social media posts and/or press conferences
- Select delivery channels and develop content for each as needed (I.e., PDF, Blog, Posts, etc.)
- Ensure communications have contact information included for follow-ups

7. Continue to Reassess and Monitor

- Look closely at social media conversations
- Check for spikes in coverage
- Respond when and where applicable
- Establish a regular communication cycle to keep stakeholder informed

8. Continue to Reassess and Monitor

- Look closely at social media conversations
- Check for spikes in coverage
- Respond when and where applicable
- Establish a regular communication cycle to keep stakeholder informed