Crisis Communication Plan

INTRODUCTION

This crisis communications template is intended to serve as a starting point for the development of individual crisis communication plans and is not intended to limit the development of the response in any way.

CRISIS SCENARIO

Include a brief summary here of the scenario for which this plan was developed. *Example: A data breach exposing secure client information.*

WHO'S GOING TO RESPOND

Your crisis response team is composed of the people who are essential to identifying what actions should be taken and how the messages should be developed and communicated. The team may vary depending on the type of crisis you're planning for – for example, someone from Human Resources may be necessary for an internal crisis, while you may wish to certain partners or associates for other expertise. Add as many team members as necessary, but keep the group small enough to operate efficiently. Be sure to include alternates to primary team members and their contact information.

TEAM MEMBERS
Add members as necessary.

Name: Alternate:
Office: Office:
Cell: Cell:
Home: Office:
Email: Email:

Name: Alternate:
Office: Office:
Cell: Cell:
Home: Office:
Email: Email:

Name: Alternate:
Office: Office:
Cell: Cell:
Home: Office:
Email: Email:

PRIMARY SPOKESPERSON:

SUPPORT TEAM MEMBERS

Identify any people who may need to provide support to the team, ie: competent people to answer the phone, call clients, update website content, etc.

Name:
Office:
Cell:
Home:
Email:

Name:
Office:
Cell:
Home:
Email:

Name:
Office:
Cell:
Home:
Email:

THIRD PARTY SUPPORT
Include any partners or third-party groups who may be willing to respond on your behalf.

Name:
Organization:
Home:
Office:
Cell:
Email:

Name:
Organization:
Home:
Office:
Cell:
Email:

WHAT YOU'RE GOING TO SAY

Your main message can be developed before a crisis occurs, and details can be filled in when appropriate. You may wish to develop several messages to release at different stages of the crisis – for example, you may want a very simple message of acknowledgment for the earliest stages before you have all of the information gathered, and a different message once you're ready to further address the situation.

You may also be able to predict the types of questions you may be asked and prepare the answers in advance, or at least develop a list that can be updated when the crisis occurs.

MAIN MESSAGE

This should be a short, concise general message. If necessary, add information but limit to three main points if possible. Remember Churchill's model – Compassion, Conviction, Optimism. Don't forget to develop messages specific to each target audience, if necessary.

POINT ONE

1. Supporting Information
2. Supporting Information
3. Supporting Information

POINT TWO

1. Supporting Information
2. Supporting Information
3. Supporting Information

POINT THREE

1. Supporting Information

2. Supporting Information
3. Supporting Information

POTENTIAL Q&A

Brainstorm potential opposition or tough questions you may face and develop proactive responses or answers as appropriate.

HOW YOU'RE GOING TO SAY IT

Identify your target audiences and how best to communicate with them. How will access to your communication channels work if accessed remotely? Include critical passwords if possible.

TARGET AUDIENCE:
Communication Channel(s):
Information (Passwords, etc).:

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ADDITIONAL CONSIDERATIONS

The following considerations are provided in the event they are necessary. Not every communications plan may need every element, but when planning for a crisis, hope for the best and plan for the worst case scenario.

ESTABLISH MEDIA PROTOCOLS
Identify media briefing location, if necessary. Establish schedule for updates. Establish main information center and point of contact.

REVIEW MEDIA TRAINING
Practice media interviews with spokesperson(s). Review interview best practices.

COLLATERAL & SUPPORT MATERIALS
If necessary, identify any handout materials that may be necessary. Identify any content that may need to be researched.