

Crisis Management and Communication Plan for [insert name of your organization]

Crisis Trigger

Insert whether this plan is customized for a particular type of crisis. If not, what events will activate this plan?

Crisis Details

Describe what you know about the crisis, and how current the information is.

Who:

What:

When:

Where:

Why:

How:

Impact

What impact will the crisis have on the operations, activities, reputation, market share, or bottom line of your company? What can be done to lessen that impact?

Awareness

Who already knows about the crisis, and how they learned about it.

Notifications

Who should know about the crisis and how and when will they be told.

Success

Describe how you will define success in dealing with the crisis.

Priorities & Deadlines

List what must be done and in what order to address and resolve the crisis. List any deadlines that must be met.

Messaging

List the three or four most important messages that you need to communicate about the crisis.

Describe how you will distribute these messages via your communication tools or channels.

Crisis Communication Tools

- *Who will deliver information and messages about the crisis*
- *What will be said*
- *When it will be said*
- *Where it will be said*
- *Why it will be said*
- *How it will be said*

Questions and Answers

List the questions that people will most likely ask about the crisis and how to respond to them. Will the Q&A be posted online or distributed to key audiences? If yes, when?

Hotline or External Communication Resources

Will a hotline be established to answer questions about the crisis. If yes, when?

Challenges

List the challenges you may face in resolving the crisis

Opportunities

Describe any unanticipated opportunities created by the crisis and how you will take advantage of them.

List the internal or external resources that are needed, such as WiFi access points, computers, paper, printers, cell phones, etc.

Important Contact Information

Insert contact information for those who need to be informed about the crisis.

Approvals

Insert the names of those who will need to approve any decisions, actions, or media materials. To help save valuable time, consider preparing pre-approved statements and media materials for different crisis scenarios that can be quickly updated or revised for immediate use.

Red Tape

Insert a list of obstacles or resistance that must be dealt with or overcome.

Crisis Team Members

Insert names, contact information, responsibilities, etc.; include back-up team members in case anyone is not available.

Crisis Team Leader

Insert name, contact information, responsibilities, etc.; include a back-up person in case the team leader is not available.

Insert name and contact information of a primary spokesperson; include a back-up spokesperson in case the primary spokesperson is not available.

Location

Insert the address or location from which the crisis will be managed; include a back-up location in case the first location is compromised.

Recovery

What steps must be taken to bounce back from this crisis?

Distribution

Insert a list of those who have a copy of this plan and which version of the plan they have.

Documentation

Insert a chronology of the events and activities associated with the crisis and what was done to address the situation.