

Crisis Communications Checklist

In the event of a crisis, it is critical for your organization to be responsive and transparent.

Following is a 10-step checklist that will guide your efforts in the event of a major crisis.

1. Establish Crisis Communications Team

Team will interact with executive team, develop key messages, monitor social and traditional media and conduct media interviews and phone calls.

2. Gather Confirmed Information

Work closely with executive team to gather confirmed information and to develop a messaging strategy.

3. Develop “Holding” Statement for Social Media

This statement is released in the early stages of an incident and informs the media and other key stakeholders that your organization is aware of and responding to the situation. Also gives your organization time to gather more information and develop key messages.

4. Identify Key Stakeholders

Identify the groups most impacted and interested in the incident.

5. Develop Key Messages

Messages should project sympathy/apology/concern, commitment to timely response, commitment to solving the problem and action organization is taking. Keep them short.

6. Identify Primary Spokesperson

Who will be the voice (and face) of the organization during the crisis?

7. Launch Communications via Traditional and Social Media

Communication should be distributed to the traditional media (press releases/statements/advisories/news conferences) and through your organization’s social media channels. If needed, a temporary webpage should be launched.

8. Monitor and Manage Traditional, Digital and Social Media

Ensure a crisis communications team member is monitoring traditional *and* social media to ensure you are aware of the story being told. Place statement on website. If fatalities involved, ensure website contains no “promotional” material.

9. Communicate with Employees and Board Members

Employees and board members/trustees should receive all information distributed to the public.

10. Provide Timely & Ongoing Updates

Via social and traditional media.