

Ten tips to prepare for a crisis response

1. Familiarise yourself with potential issues
2. List key stakeholders, add to Twitter lists
3. Test social media monitoring tools
4. Draft possible responses to likely scenarios
5. Ensure your website is up to date
6. Practise creating graphics and short video clips
7. Define clear roles and agree sign off procedures
8. Do you have enough staff trained to use social media?
9. Have you got up to date logins & contact details?
10. Plan for adequate food, drink and rest



How would your team handle social media in a crisis?