

Checklist: preparing for crisis response

1. Agree on the potential issues and incidents
2. List key stakeholders and add them to your monitoring
3. Update your social media monitoring search terms
4. Draft responses to the most likely scenarios
5. Ensure your website is ready for updates and increased traffic
6. Rehearse creating graphics and short-form video
7. Define roles and agree a rapid sign-off process
8. Make sure enough staff are trained to manage social media
9. Ensure shared login details and contact details are up-to-date
10. Plan for adequate food, drink and rest