

# Build a crisis communications plan



## 5 simple steps



If you're starting from scratch, it can be hard to know exactly what needs to be included in a crisis plan and what preparations need to be put in place. Use this guide to tick off all the key elements your plan should include.

## 01 The basics

Make these clear, concise and top of your plan.



- ☐ Explain what a crisis looks like for your organisation
- ☐ Identify the top threats to your organisation
- ☐ Scenario plan the different crises your organisation might encounter according to likelihood and impact
- ☐ Develop an internal escalation process. Who needs to know what and when?

## 02 Roles and responsibilities



- ☐ Identify the key roles you will need to respond to a crisis. This should include:
  - Strategic (leaders and decision makers)
  - Tactical (monitoring and responding)
  - Support (content creation and logging)
- ☐ Audit the skills across the team and identify gaps
- ☐ Ensure you have enough cover for different roles

You'll likely need more than one person to take a shift for each role

## 03 Logistics



- ☐ Ensure all necessary team members can access key corporate comms channels, systems, and shared documents
- ☐ Establish which communications channel your team will use in a crisis (e.g. WhatsApp, Teams, Zoom)
- ☐ Assign a virtual/physical crisis room to be used in the event of a crisis
- ☐ Build a Situation Report (SitRep) template to help track latest known information and actions taken during a crisis

## 04 Building your response



- ☐ Ensure you have effective media and social monitoring in place
- ☐ Identify your priority stakeholders and how to reach them
- ☐ Build an out-of-hours response team and rota
- ☐ Put together a policy and process for responding to questions on social media

Check out our stakeholder prioritisation grid

## 05 Content and messaging



- ☐ Identify who needs to sign off messaging. Have a process in place for getting holding lines approved quickly.
- ☐ Identify spokespeople (and ensure they are trained up)
- ☐ Identify risks and impact of mis- and disinformation for your organisation and develop a handling strategy
- ☐ Create a bank of ready-to-use content and graphic templates

Make time to set these up now, not in the middle of a crisis response.

**Looking for help building, auditing or testing your crisis plan? Get in touch:**

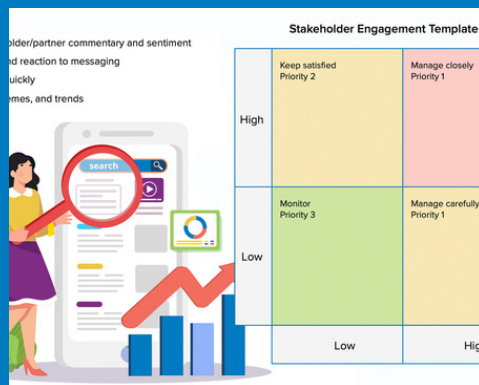


## More useful resources:



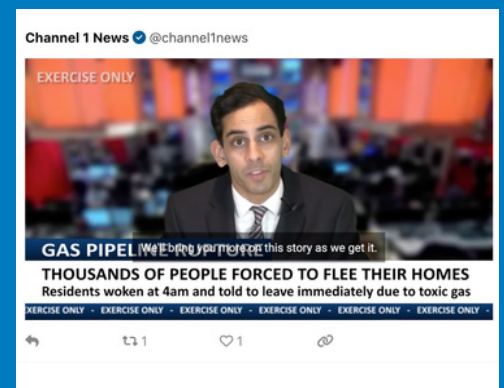
### Social media

Training, channel audits, employee advocacy, webinars, and guidance.



### Crisis preparedness

Toolkits and training on digital crisis communications, and crisis management.



### Crisis response

Social Simulator delivers realistic, secure simulations of a crisis.