



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:

 hello@helpfuldigital.com

More useful resources:

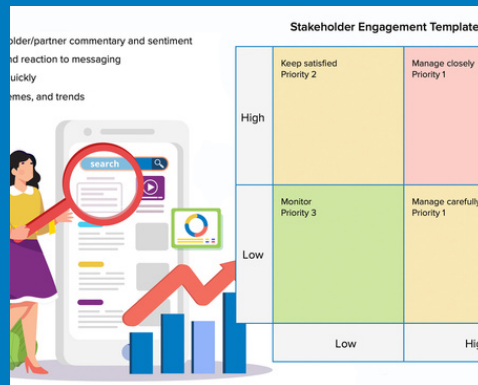
 socialsimulator.com/resources

 [@socialsimulator](https://www.linkedin.com/company/socialsimulator)



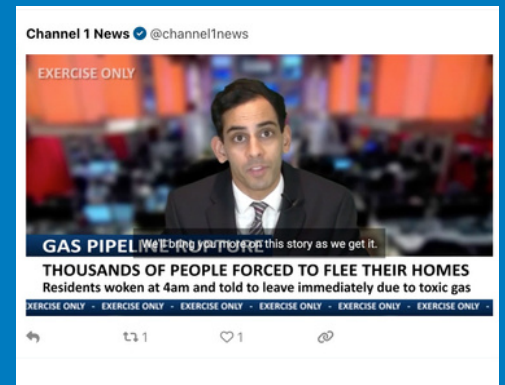
Social media

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.