CRISIS COMMUNICATION
RESPONSE ROADMAP

1 **Set the Foundation**

- ❑ Ensure your Crisis Communication Plan aligns with your Emergency Response, Operational and/or Business Continuity Plans.
- ❑ Align your executive team around a central crisis response approach.

2 **Determine the Crisis Level**

- ❑ Assess the impact of the situation on the health and well-being on individuals, the environment, product quality, the community and other stakeholders.
- ❑ Collect relevant information to inform decision-making as circumstances evolve.

3 **Identify Crisis Communications Team Roles**

- ❑ Assemble a cross-functional crisis communication team and assign roles.
- ❑ Develop or update a notification tree with contact information and outline decision-making processes.
- ❑ Assign a spokesperson.

4 **Define General Crisis Communication Strategy**

- ❑ Take inventory of your impacted stakeholders, e.g., employees, customers, shareholders, suppliers, students, families, regulatory officials, civic leaders, etc.
- ❑ Identify potential impacts on each stakeholder group.
- ❑ Decide on what warrants a reactive vs. a proactive communication.
- ❑ Develop and secure approval for a key message platform that describes your organization's stance during the crisis.
- ❑ Agree on a streamlined review and approval process for communication materials and ensure the crisis response teams and the leadership team are familiar with it.
- ❑ Set up a media and sentiment monitoring and reporting process.

5 **Plan Crisis Scenarios**

- ❑ Identify and briefly describe potential crisis scenarios.
- ❑ Audiences potentially affected.
- ❑ Basic, scenario-specific key messages.
- ❑ Key situational issues and questions to consider.
- ❑ Key communications-related questions.
- ❑ Crisis response action list and steps.
- ❑ Communications channels to consider:
  - Immediate safety alert system (public address, phone, email or text)
  - Employee communication via voicemail, email, meeting or text
  - Calls to potentially affected audiences (as needed)
  - Electronic message boards, if available
  - Website
  - Facebook, Twitter, LinkedIn and other social channels
  - Community town hall meetings
  - Incoming call center (staff members manning the phones)
  - Local media outlets
- ❑ Prepare proactive and reactive draft communications materials, which may include:
  - Statements and updates for internal audiences
  - Statements and updates for external stakeholders (board, neighbors, partners, affiliated organizations, etc.)
  - Posts and updates for social media platforms
  - Statements for media
  - Website copy and a dark website, if appropriate

6 **Create Response Tools**

Make these tools available to the crisis communications team:

- ❑ Media policy.
- ❑ Social media policy.
- ❑ Media call log (inbound/outbound).
- ❑ General fact sheets and boiler plates.
- ❑ Bios of key spokespeople.
- ❑ Stakeholder contact lists (neighbors, industry peers, etc.).
- ❑ Media contact list (outlet, name, department, phone, email, and date last updated).
- ❑ Dark website.