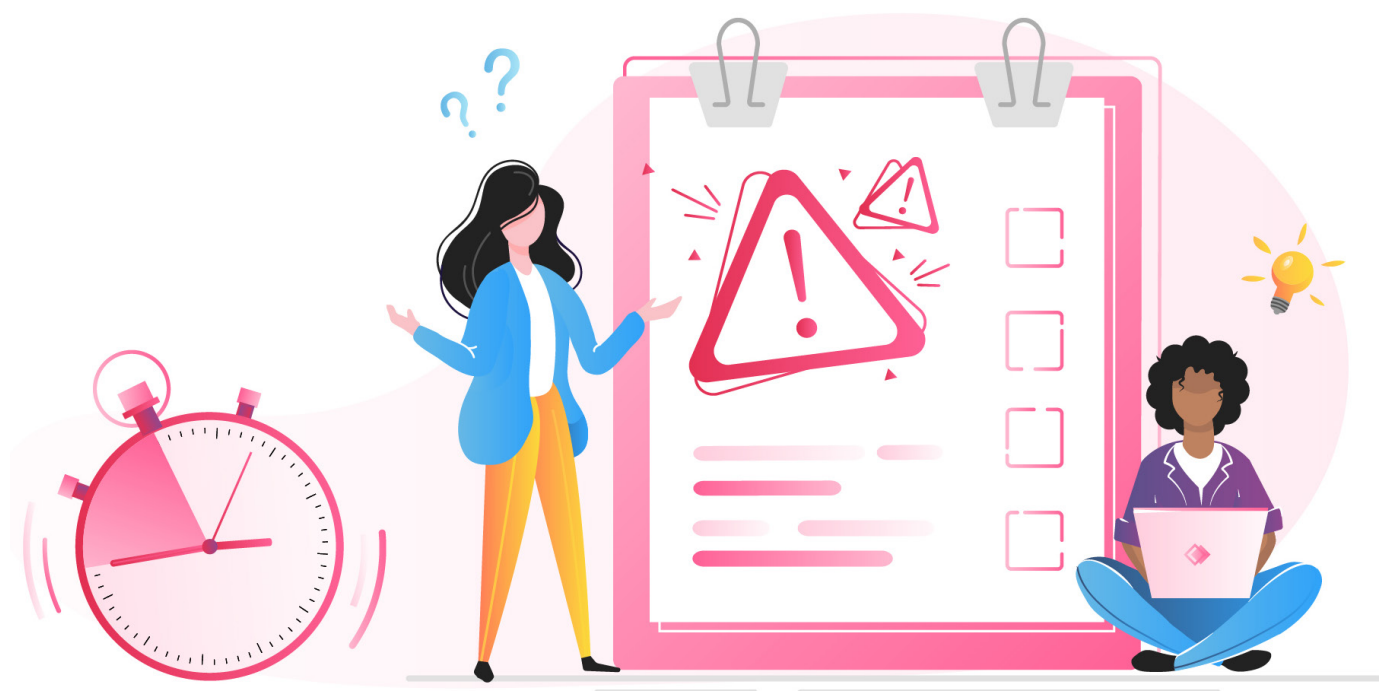


Crisis Communication Plan Guidelines



Objective

The objective of your crisis communication plan is to minimize the amount of work you have to perform in the event of a crisis. By having predetermined roles and actions, your business will be better equipped to respond to any situation. Remember, every crisis is different, and the objective of this document is to expedite your response.

Scope

Your crisis communication plan will affect everyone at your business; having established communications channels in the event of a crisis is crucial for keeping every employee informed with the latest information. The scope of your plan should mention all the stakeholders and resources that will be affected by your crisis response.

Response Plan

Stage of Crisis	Description	Roles and Responsibilities
Pre-Crisis	<p>Describe which communication channels need to be established.</p> <p>List any resources needed for crisis preparation</p>	<p>Designate roles and responsibilities in the event of a crisis:</p> <ul style="list-style-type: none">• Who will be the spokesperson?• Who is responsible for communicating internally?• What actions will likely need to be taken?• How is information to be gathered?• What documents should already be prepared? Who is in charge of creating them?• How is success measured?

Crisis Response	<p>Develop an order of operations for your response:</p> <ul style="list-style-type: none"> • When to release communications? • How to assess the situation? • Determining the correct response? 	<p>List the actions needed to face a variety of crises, assign them to appropriate employee</p> <p>Prepare communications using your pre-drafted statements</p> <p>Gather information, assess, and re-assess the situation, update communications accordingly</p>
Post-Crisis	<p>Describe different post-crisis scenarios, emphasize intended result.</p> <p>Set goals for revision</p>	<p>Assign roles for evaluating Crisis Response, provide criteria and metrics for success</p> <p>Create roles to lead Crisis Response revision, perform tests, improve response</p>

Revision History

You are encouraged to review your crisis communication plan at least annually. Keeping a detailed record of the revisions on this document will help guide future reviews.

Date	Revision # and Description	Authorized By
March 20, 2020	1.01 - Original Draft	PR Head