



CRISIS COMMUNICATION PLAN TEMPLATE

1. ASSEMBLE YOUR TEAM.

- Who is most knowledgeable?
- Who can be your spokesperson(s)?
- Who is a good leader and respected in your organization?
- Who is comfortable speaking with the media?

2. IDENTIFY STAKEHOLDERS.

- Who will be most affected by your news or the situation?
- Who will affect your organization most by responding to the situation?

3. IDENTIFY CRISIS POINTS.

- What are the issues with most potential to cause concern?
- What are the issues that the media might be most interested in?
- Where are you most vulnerable?

4. CREATING TALKING POINTS/ PREPARED STATEMENTS.

- Write clear, concise points that represent your organization.
- Draft clear, concise statements about each of the potential crisis points.
- Always remain truthful.
- Focus on the people affected and stay away from a “poor me” stance.
- Draft a prepared statement in advance.
- Modify in the moment, based on new information.



5. SHARE WITH YOUR TEAM.

If your response team doesn't know what to say, they can't respond.

6. PRACTICE YOUR POINTS AND OFFER SPOKESPERSON TRAINING.

It will feel odd, but practice anyway.

Your points need to be comfortable, not overly smooth or too rehearsed.

Provide media training to members who need it

(refer to point #1: they should be comfortable already).

7. CREATE A NOTIFICATION SYSTEM.

Have a master list with cell numbers and emails for use when a crisis strikes.

Identify who on your team should be called or texted first, second, etc.

Distribute it.

8. FINALIZE PROTOCOL AND STICK TO IT.