

Building a Crisis Communications Plan



Why do you need a crisis communications plan?

- Keep organization functioning
- Protect relationships



What's in a crisis communications plan?

- Scenarios
- Foundational messages
- Crisis management team members
- Implementation plan
- Contact lists/procedure (media, staff, stakeholders)
- Emergency kit
- Media policies
- Confidentiality issues



Crisis Management Team Members

- CEO/COO
- Chief technology officer
- Chief financial officer
- Chief marketing officer
- Public relations director
- Human resources director
- Sales representative
- Investor relations director
- Government relations director
- Consultants



Team members may vary based on the size/structure of your company.

Crisis Response

- Convene your crisis management team
- Develop a response plan
- Assign responsibilities
- Refine key messages
- Begin event timeline
- Set up a response center
- Set regular time for updates
- Evaluate progress

