

School Crisis Communication Plan

A school crisis communication plan is crucial for effective management and response during emergencies. This comprehensive, user-friendly plan is designed to be readily implementable in any school setting.

Crisis Communication Team

Role	Responsibility	Contact Information
Crisis Coordinator	Leads the team and makes key decisions	[Phone/Email]
Media Spokesperson	Handles all external communication	[Phone/Email]
Parent Liaison	Communicates directly with parents	[Phone/Email]
Staff Coordinator	Communicates with and organizes staff members	[Phone/Email]
IT Specialist	Manages digital communications and tech resources	[Phone/Email]

Communication Channels

1. **Internal Channels:**

- School Intercom System
- Email Alerts to Staff
- Classroom Announcements

2. **External Channels:**

- School Website Updates
- Social Media Posts
- Press Releases

Crisis Communication Protocol

Step 1: Emergency Assessment

- Identify the nature and scope of the crisis.
- Gather all necessary information.

Step 2: Team Activation

- Activate the crisis communication team.
- Establish a command center.

Step 3: Internal Communication

- Inform staff using internal channels.
- Provide clear instructions and updates.

Step 4: External Communication

- Prepare a public statement for media and parents.
- Update the school website and social media.

Step 5: Ongoing Updates

- Provide regular updates as the situation evolves.
- Address any misinformation or rumors.

Step 6: Post-Crisis Evaluation

- Assess the effectiveness of the communication response.
- Make necessary adjustments to the plan.

Sample Message Templates

To Parents:

"Dear Parents, we are managing an ongoing situation at school. Your child's safety is our top priority. Please wait for further updates and avoid coming to school to ensure emergency services have access."

To Media:

"The safety and well-being of our students and staff are our primary concern. We are working closely with the relevant authorities and will provide more information as it becomes available."

Crisis Communication Checklist

- Immediate assessment of the situation
- Activation of the crisis team
- Internal communication to staff
- External communication to parents and media
- Regular updates and monitoring
- Post-crisis evaluation and feedback

This *School Crisis Communication Plan* provides a structured approach to handling emergencies, ensuring timely and accurate information dissemination while prioritizing the safety and well-being of all involved.