

Crisis Communication Plan Outline

Introduction

Objective: To establish a proactive communication strategy in the event of a crisis, ensuring timely, accurate, and effective messaging to all stakeholders.

I. Preparation Phase

A. Crisis Communication Team Formation

- **Roles & Responsibilities:**
 - **Team Leader:** Oversees the plan and decision-making.
 - **Spokesperson:** Communicates with the public and media.
 - **Social Media Manager:** Manages online presence.
 - **Legal Advisor:** Provides legal counsel.
 - **HR Representative:** Addresses internal staff concerns.

B. Risk Assessment and Potential Crisis Scenarios

- Table 1: Potential Crisis Scenarios
 - **Scenario | Likelihood | Impact | Preventative Measures**

C. Communication Channels and Tools

- **Primary Channels:** Email, Social Media, Press Releases.
- **Secondary Channels:** SMS, Website Updates, Hotline.

II. Response Phase

A. Crisis Identification and Assessment

- **Criteria for Crisis Identification:** Severity, Impact, Urgency.
- **Initial Assessment Form:** See Graph 1.

B. Messaging and Communication

- **Initial Response:** Acknowledgement of the situation.
- **Ongoing Communication:** Regular updates, factual information.
- **Final Statement:** Resolution and steps taken.

C. Media Management

- **Press Release Template:** See Template A.

- **Media Briefing Guidelines:** Key messages, dos and don'ts.

III. Recovery Phase

A. Post-Crisis Evaluation

- **Feedback Collection:** Surveys, social media analysis.
- **Performance Review Meeting:** Evaluate the response effectiveness.

B. Updating the Crisis Communication Plan

- **Revisions Based on Learnings:** Modify scenarios, team roles, communication channels.

IV. Training and Simulation

A. Regular Training Sessions

- **Topics:** Crisis communication strategies, media handling.

B. Simulation Drills

- **Frequency:** Bi-annually.
- **Simulation Drill Report:** Analysis of team's performance.

Appendices

Appendix A: Contact Information

- **Internal Contacts:** Team members, department heads.
- **External Contacts:** Media outlets, emergency services.

Appendix B: Templates and Checklists

- **Press Release Template:** For immediate release of information.
- **Checklist for Crisis Response:** Step-by-step guide during a crisis.