

CRISIS COMMUNICATIONS PLANNING CHECKLIST

- ☐ Identification of potential crisis situations which would trigger the Crisis Communications Plan; operational crises and non-operational crises
- ☐ Identification of the crisis communications team, including crisis communications coordinator
- ☐ Detailed list of roles and responsibilities
- ☐ Description of crisis notification protocols
- ☐ Development of crisis assessment procedures and resources, such as crisis fact-gathering information sheets to assist in retrieving key crisis information
- ☐ Establishment of crisis communication objectives
- ☐ Establishment of crisis communication strategies
- ☐ Identification and prioritization of key stakeholders and preparation of contact sheets
- ☐ Identification of what information should be released, how often and to whom
- ☐ Development of key background communication materials and key messaging
- ☐ Approval processes for the release of information
- ☐ Description of how employees will be kept informed
- ☐ Establishment of where and how the company spokesperson(s) will release information
- ☐ Identification of what resources the crisis communications coordinator may require
- ☐ Establishment of media and social media monitoring capabilities
- ☐ Establishment of crisis communications channels, such as company web pages and social media accounts
- ☐ Establishment of crisis communications team debriefing meetings to review events and discuss emerging issues
- ☐ Crisis simulation training for crisis communications team; management training exercises, table-top discussions, full crisis simulations