

PR Crisis Management Plan

Prepared by:

Name

Position

Email Address

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For

Company Name

Crisis Scenario

Crisis Communication and Media Relations Policy

This policy outlines the principles, procedures, and responsibilities for managing communication during crisis situations, emergencies, or high-profile incidents. It is designed to ensure that the company responds effectively, transparently, and consistently to protect its reputation and stakeholders' interests throughout the crisis lifecycle.

Definition of a crisis:

- Clearly define what constitutes a crisis for your organization. This could include specific situations like data breaches, product recalls, or environmental incidents.
- Specify the level of severity that triggers the crisiscommunication protocol.

Crisis Communication Team (CCT):

- Establish a dedicated team composed of key individuals from various departments like communications, public relations, legal, and human resources.

- Outline the roles and responsibilities of each team member during a crisis.
- Specify the decision-making process within the CCT.

Communication Principles:

- Define core principles for crisis communication, such as transparency, honesty, timeliness, and consistency.
- Emphasize the importance of empathy and understanding towards stakeholders during a difficult time.

Information Dissemination:

- Identify approved channels for communicating with various stakeholders, including internal employees, media outlets, and the public.
- Define protocols for issuing press releases, holding media briefings, and utilizing social media platforms during a crisis.
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Media Relations:

- Establish guidelines for engaging with the media, including identifying authorized spokespersons and outlining procedures for handling media inquiries.

- Provide advice on preparing effective media messages and managing media interviews during a crisis.

Crisis Recovery and Post-Crisis Communication:

- Outline a plan for addressing the root cause of the crisis and implementing corrective measures.
- Define strategies for post-crisis communication to rebuild trust and maintain a positive reputation.

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Company Name _____ →

Year

Company Mission :

Company Vision :

Crisis Scenario (s)

Response :

Action and Strategy :

Department Responsible :

01		
02		
03		
04		
05		

Resources Required :

Additional Comments :
