

PR Crisis Management Plan

Prepared by:

Name

Position

Email Address

Phone Number

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.

PR Crisis Management Plan

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 :
