

Crisis Communication Plan Template

Introduction

A well-prepared crisis communication plan is essential for effectively managing and mitigating the impact of a crisis. This template provides a framework for developing a comprehensive plan that outlines key roles, responsibilities, messaging strategies, and communication protocols.

1. Crisis Team and Contact Information

- **Crisis Management Team:**
 - Names and contact information of key personnel (e.g., CEO, PR director, legal counsel, spokesperson)
 - Roles and responsibilities
- **Media Contact:**
 - Designated spokesperson for media inquiries
 - Contact information
- **Internal Communications:**
 - Channels for internal communication (e.g., email, intranet, company-wide meetings)

2. Messaging Strategies

- **Core Messages:**
 - Develop clear and concise key messages to convey during the crisis.
 - Ensure consistency across all communication channels.
- **Tone and Style:**
 - Determine the appropriate tone and style for communicating with different stakeholders (e.g., empathetic, authoritative, informative).
- **Key Talking Points:**
 - Prepare talking points for frequently asked questions and potential criticisms.

3. Media Response Guidelines

- **Media Inquiries:**
 - Establish a protocol for handling media inquiries.
 - Designate a spokesperson to handle all media requests.
 - Provide talking points and key messages to guide media interactions.
- **Media Statements:**
 - Develop templates for press releases and media statements.
 - Ensure statements are accurate, concise, and consistent.
- **Social Media Engagement:**
 - Monitor social media platforms for mentions of the crisis.
 - Respond to inquiries and comments promptly and respectfully.

4. Social Media Protocols

- **Crisis Communication Team:**
 - Designate a team responsible for managing social media during a crisis.
 - Establish guidelines for social media use, including tone, messaging, and engagement.
- **Monitoring Tools:**
 - Utilize social media monitoring tools to track mentions and sentiment.
- **Content Guidelines:**
 - Develop guidelines for social media content during a crisis, focusing on empathy, transparency, and accuracy.

5. Stakeholder Communication Plan

- **Internal Stakeholders:**
 - Develop a plan for communicating with employees, investors, and other internal stakeholders.
 - Provide updates on the situation and address concerns.
- **External Stakeholders:**
 - Identify key external stakeholders (e.g., customers, media, community) and develop communication strategies for each group.

- **Crisis Hotline:**
 - Establish a hotline or other means for stakeholders to seek information and support.

6. Media Training

- **Train Spokesperson:**
 - Provide media training to the designated spokesperson.
 - Practice handling difficult questions and staying calm under pressure.
- **Media Kit:**
 - Prepare a media kit with essential information about the organization and crisis response.

7. Evaluation and Debriefing

- **Post-Crisis Review:**
 - Conduct a thorough review of the crisis response to identify areas for improvement.
 - Evaluate the effectiveness of communication strategies and protocols.
 - Make necessary adjustments to the crisis communication plan.

Remember to regularly update and practice your crisis communication plan to ensure its effectiveness.

Crisis Communication Plan Template: Example

Organization: [Your Organization's Name]

Date: [Date]

1. Crisis Management Team

- **Members:**
 - CEO: John Smith
 - PR Director: Sarah Johnson
 - Legal Counsel: David Lee
 - Spokesperson: Emily Brown
 - HR Director: Alex Turner
 - IT Manager: Michael Chen
- **Contact Information:**
 - [Contact information for each team member]

2. Messaging Strategies

- **Core Messages:**
 - [Clearly defined key messages to be conveyed during a crisis]
 - Example: "We are committed to the safety and well-being of our employees and customers."
 - "We are taking immediate action to address the situation."
 - "We apologize for any inconvenience caused."
- **Tone and Style:**
 - Empathetic, authoritative, and informative.
- **Key Talking Points:**
 - [Prepare talking points for frequently asked questions and potential criticisms]
 - Example: "We are conducting a thorough investigation into the matter."

- "We are taking steps to prevent similar incidents in the future."

3. Media Response Guidelines

- **Media Inquiries:**
 - All media inquiries should be directed to Emily Brown, the designated spokesperson.
- **Media Statements:**
 - Prepare templates for press releases and media statements.
 - Ensure statements are accurate, concise, and consistent with the organization's messaging.
- **Social Media Engagement:**
 - Monitor social media platforms for mentions of the crisis.
 - Respond to inquiries and comments promptly and respectfully.

4. Social Media Protocols

- **Crisis Communication Team:**
 - Designate a team of two people to manage social media during a crisis.
- **Monitoring Tools:**
 - Utilize social media monitoring tools like Hootsuite or Sprout Social.
- **Content Guidelines:**
 - Focus on providing accurate information and addressing concerns.
 - Avoid speculation or making promises that cannot be fulfilled.

5. Stakeholder Communication Plan

- **Internal Stakeholders:**
 - Communicate with employees through company-wide emails, intranet posts, and town hall meetings.

- Provide updates on the situation and address concerns.
- **External Stakeholders:**
 - Identify key external stakeholders (e.g., customers, investors, media, community) and develop communication strategies for each group.
 - Create a dedicated crisis hotline for inquiries and support.

6. Media Training

- **Train Spokesperson:**
 - Provide Emily Brown with media training on handling difficult questions and staying calm under pressure.
- **Media Kit:**
 - Prepare a media kit with essential information about the organization, including company history, mission statement, and recent news.

7. Evaluation and Debriefing

- **Post-Crisis Review:**
 - Conduct a thorough review of the crisis response to identify areas for improvement.
 - Evaluate the effectiveness of communication strategies and protocols.
 - Make necessary adjustments to the crisis communication plan.

Remember to regularly update and practice your crisis communication plan to ensure its effectiveness.