

Crisis Communication Plan Template

This template helps you stay organized and communicate clearly during a crisis, protecting your brand's reputation and maintaining trust.

1. Crisis Overview

- Crisis Type: (e.g., product recall, social media backlash, data breach)
- Date Crisis Began: _____
- Description of the Situation:
- What happened? _____
- Who is affected? _____
- Potential risks: _____

2. Crisis Team Roles

- Crisis Manager: (Name and contact info)
- Responsible for overseeing the entire response.
- Spokesperson: (Name and contact info)
- Handles public and media communication.
- Social Media Manager: (Name and contact info)
- Monitors and manages social media platforms.
- Legal Advisor: (Name and contact info)
- Reviews messages for legal risks.
- Backup Contacts: (Names and contact info)

3. Key Stakeholders

- Internal Contacts: - Employees, board members, investors.
- External Contacts: - Customers, media, partners, regulators.

4. Crisis Messaging

- Initial Statement Template: - Example: We are aware of [the issue] and are actively working to address it. Our priority is [customer safety/trust/quality service]. We will provide updates as we learn more.
- Follow-Up Statement Template: - Example: We want to assure you that we are taking [specific actions]. Thank you for your understanding and patience as we resolve this issue.

5. Communication Channels

- Internal: - Email, staff meetings, Slack/Teams.
- External: - Social media (list accounts), website updates, press releases.

6. Crisis Response Steps

1. Identify the Crisis:

- Who reported it? _____
- Verify facts and assess impact.

2. Assemble Crisis Team:

- Meet immediately to assign roles and plan actions.

3. Create and Approve Initial Messages:

- Ensure clarity, honesty, and empathy.

4. Notify Stakeholders:

- Contact affected groups and update them regularly.

5. Monitor the Situation:

- Track media coverage, social media chatter, and public sentiment.

7. Post-Crisis Review

- Date Crisis Ended: _____
- What Went Well: _____
- What Could Improve: _____
- Lessons Learned: _____

This template ensures your response is organized, clear, and effective, turning challenges into opportunities to build trust.