

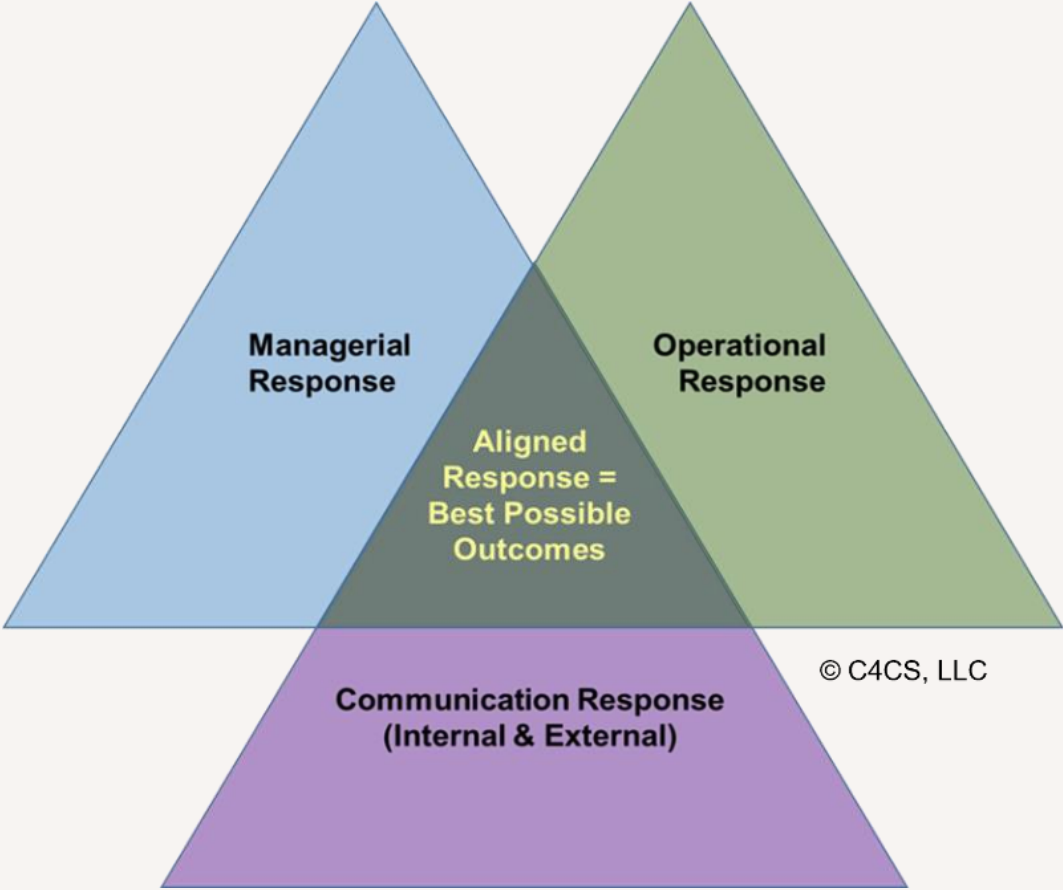


**CRISISCOMMMASTERY »**

**How to Develop an Effective  
Crisis Communication Plan**

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# Crisis Response & Communication



# Maximizing Crisis Readiness Is Critical



# Crisis Communication Readiness

1. Crisis Comms Readiness Assessment/Audit
2. Crisis Comms Strategy (Internal & External)
3. Social Media Crisis Response Strategy & Tactics
4. Crisis Comms Team(s) & Notification/Activation
5. Crisis Scenario Identification & Development
6. Automated Internet & Media Monitoring
7. Procedures & Policies (Media, One-Voice, etc.)
8. Designated Spokespersons & Topical Experts
9. Recurring Scenario-Based Crisis Comms Training
- 10. Customized Crisis Communication Plan**

# Crisis Communication Plan Development

1. Senior Management Champion & Proper Funding
2. Designated Project Managers (Internal & External)
3. Development Schedule, Milestones & Reporting
4. Crisis Comms Plan Must Fit Crisis Management Setup
5. Develop Plan Outline Based on Unique Company Needs
6. Funnel Readiness Deliverables into Crisis Comms Plan
7. Involve All Business Functions in Plan Development
8. Multiple Plan Reviews & Inclusion of Feedback
9. Plan Implementation Action Steps & Timeline
10. Recurring Crisis Communication Plan Exercises/Testing

# Crisis Communication Plan Components

1. Message from President / CEO & Plan Purpose
2. Crisis Communication Keys & Crisis Categories
3. Crisis Response Triggers & Impact Assessment
4. Response Procedures, Policies, Strategy & Tactics
5. Crisis Teams, Notification/Activation, "War Room"
6. Communication Responsibilities, Channels, Tools
7. Worksheets (Fact Verification, Key Questions, etc.)
8. Stakeholder Analysis (Internal/External/Online)
9. Message Development & Delivery ("Messaging")
10. Appendices (Checklists, Templates, Evaluation, etc.)

# How Ready Is Your Company?

On a scale of 1 to 5, where is your organization in terms of Crisis Communication Plan Readiness?

1. We have a comprehensive plan that is regularly exercised, tested, and updated/optimized.
2. We have a good Crisis Communication Plan.
3. We have a plan that needs much improvement.
4. We have an outdated and insufficient plan.
5. We do not have a Crisis Communication Plan.

# Crisis Communication Keys

1. Timely
2. Truthful
3. Consistent
4. Coordinated





# Words of Wisdom

It is far better to

***Prepare and Prevent***

than to

***Repair and Repent.***



# Thank You

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*Leaders in Strategic Communication  
and Crisis Management*

