



## CRISIS COMMUNICATION STRATEGY TEMPLATE

Crisis is inevitable for just about any type of organization, so identifying the people, systems, messaging and other standards in advance makes good business sense. Here are steps you can take in advance to take control:

### IDENTIFY PEOPLE

**Identify the Crisis Communications Team:** Ideally, the organization's CEO will head up the team, top public relations executive (or outside agency or consultant) and legal counsel as chief advisors. Usually the heads of major divisions, should be identified to serve as your organization's Crisis Communications Team.

CRISIS COMMUNICATIONS TEAM		
NAME & TITLE	ROLE & RESPONSIBILITY	CONTACT INFORMATION

**Identify Spokespersons:** The pool of potential spokespersons/subject matter experts should be identified and trained in advance, even though you will make the ultimate decision about who will speak once the crisis breaks. Consider all the different channels of communications, both internal and external, that you may need to cover.

CRISIS SPOKESPERSONS		
NAME & TITLE	EXPERTISE	CONTACT INFORMATION

**Identify and Know Your Stakeholders:** Create a complete database of internal and external stakeholders to guarantee that they obtain the exact message you want them to hear and potentially repeat to other individuals or media outlets. Use the SmartSheet Stakeholder Communication Plan Template and update it frequently.

### STAKEHOLDER COMMUNICATION PLAN

STAKEHOLDER	COMMUNICATION STRATEGY	FREQUENCY	CHANNELS

### IDENTIFY POTENTIAL CRISIS AND A PLAN

**Brainstorm Potential Crises in Advance:** The Crisis Communications Team should identify every potential threat based on your known vulnerabilities. It may become clear that some crisis situations may be preventable, or require an immediate response, or require a plan.

SCENARIO	WHAT HAPPENED	WHICH CRISIS COMMUNICATION SERVICES	WHAT ASSESSMENTS ARE TO BE MADE BY THE EXTERNAL PUBLIC	WHO IS INVOLVED?	HOW BIG IS THE IMPACT?	WHAT IS CURRENTLY BEING DONE?

**Crisis Communication Response Plan:** Your brainstorming and assessment process should lead to the creation of a Crisis Response Plan tailored to your organization.

### IDENTIFY SYSTEMS

**Establish Notification Systems:** Set up notification systems to rapidly reach your stakeholders. Employing more than one type of communications platform (email plus text for example) increases the chances of reaching your stakeholders.

### IDENTIFY MESSAGING

**Develop and Use "Holding Statements":** You'll need to develop full messages based on the facts and that may take some time. Using pre-determined "holding statements," immediately after a crisis gives you breathing room.

### IDENTIFY KEY LEARNINGS

**Post-Crisis Review:** Once the crisis has passed, a best practice is to conduct a formal analysis in team meeting by the full Crisis Communications Team. Review what worked, what failed, and what could be improved prior to the next event, and use the results to update the Crisis Communication Response Plan.

### CRISIS REVIEW FORM

STRATEGY / TACTIC	DESCRIPTION	RESULT	IMPROVEMENT POSSIBILITIES

### Key Message

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