**Crisis Communications Plan Template**

*By Paul Kirvan, FBCI, CISA*

<Company Name>

*Use this template as a framework for organizing a crisis communications plan For more information, read the accompanying tips about* [*crisis communications planning.*](https://www.techtarget.com/searchdisasterrecovery/tip/5-tips-for-building-a-crisis-communication-plan)

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| |  |  | | --- | --- | | **Title:** <Company name>Crisis CommunicationsPlan | | | **Department:** | **Version:** Original | | **Approved by:** | **Approval Date:** | | **Senior Management Approval:** | | | **Effective Date:** | **Last Updated:** | | **Author:** | | | **Plan Authorization**  This plan is hereby approved and authorized.  Signature \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Title \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_  Date \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ | |   **Purpose**  The purpose of this plan is to define the activities associated with the development, updating and deployment of a crisis communications plan that will be used to communicate information about the Company, its employees, its operations, the status of the crisis and other relevant information before, during and after a crisis event. |
| **Scope**  The scope of this plan is all Company employees, both working locally and remotely, stakeholders, first responders, government agencies, customers and suppliers, other approved third-party organizations and the media. |
| **Statement of compliance**  The plan is consistent with crisis communications planning guidance provided by the U.S. Federal Emergency Management Agency (FEMA), the U.S. Department of Homeland Security (DHS) and other similar organizations. |
| **Crisis communications strategy and approach**  The Company’s strategy for crisis communications addresses employees who work both locally and remotely, and it includes proactive dissemination of press releases, news media briefings and use of ENS and similar technology to deliver messages.  **Crisis communications resources**  Among the resources to be used during the crisis are prewritten press releases and status documents, live press briefings and ENS delivery of crisis updates to employees, stakeholders, first responders, government agencies, customers, vendors and other preapproved entities. |
| **Policy and Procedures**  It is the policy of <company name> to have a robust emergency program in place to assess, respond to and recover from unplanned events that could harm employees and disrupt business operations. A process for communicating with employees, first responders, stakeholders, government agencies, the media, customers and suppliers and other third-party organizations is an essential part of the Company’s emergency planning process.  Procedures in this plan are designed to address communications activities before, during and after a crisis event.  **Prior to the emergency**  The following information is to be compiled and approved before a crisis occurs:   * Step-by-step emergency communications plan/playbook. * List of all emergency team members and their contact information. * List of internal contacts, such as employees. * List of external contacts, such as first responders, traditional media, social media, customers, vendors and government agencies. * Special resources, such as call trees for notifying people, procedures for activating emergency notification systems (ENS), call logs to track inquiries from the media and others, an emergency contact directory, an incident description report, a social media report and a bomb threat report. * Prewritten documents for external release, such as press releases, initial announcements and follow-up statements. * Identification of a location where media can convene, including power, network access, television monitors, briefing area and work area. * Social media policies when in an emergency, such as who can issue messages and which social media platforms can be used. * Establish an emergency communications team, including members with knowledge of electronic messaging systems and social media. * Establish at least two (2) company spokespeople (primary and backup). * Prepare and deploy technology that rapidly disseminates emergency information to employees, stakeholders, suppliers, clients, government agencies and other external entities. * Establish a process for testing this plan so that it can be activated with confidence by all emergency team members.   **During the emergency**  As the crisis progresses, gather and prepare specific pieces of information, such as status reports, employee safety reports and communications with first responders. The crisis communications plan includes steps to collect, process and disseminate information to emergency responders, media and others who need it to carry out their responsibilities.  Provide periodic updates to traditional and social media outlets. Ensure that messages are prepared, delivered and managed to prevent any misunderstandings, misinformation and potential reputational damage.  As part of the crisis management process, a command center might be set up for emergency personnel. Access to relevant technology in an emergency is essential, as is remote access to information and communications services, especially to remote employees.  Be prepared to deliver the following information during the emergency:   * Verified location and status of employees. * Regularly updated incident status reports. * List of internal people contacted. * List of external organizations contacted. * List of resources needed, obtained and returned. * Activities performed during the incident. * Statistics on the performance of electronic notification and messaging systems, as well as social media. * Emergency communications plan updates and revisions based on event experience. * Details on problem resolution activities, especially persistent problems that required additional help. * Ongoing narrative of the incident: what happened, what was done, the results and the outcomes.   **After the emergency**  Following the standing down of emergency activities from the crisis, deliver reports that account for all employees and other people involved in the incident. An after-action report (AAR) summarizing all crisis-related activities should be prepared to close out the incident.  Include the following information in post-event activities:   * Verify that all employees – local and remote – have returned to work safely. * Deliver a final event status report and overall event narrative, such as an AAR. * Prepare a list of internal people contacted. * Prepare a list of external organizations contacted. * Prepare a list of resources needed, obtained, used and returned. * Prepare a report on the performance of ENS technology and social media. * Prepare a report on the performance of emergency team members. * Describe activities taken to stand down from the incident. * Prepare a list of problems encountered and how they were resolved. * Revise the communications plan based on lessons learned from the event. |
| **Plan Responsibility**  **<Title of executive>** is designated as the corporate owner responsible for this crisis communications plan. The <department name> is responsible for all activities associated with the management, review and updating, testing, compliance and continuous improvement of this plan. |
| **Policy Enforcement**  The **<title of executive>** will enforce the activities delineated in this plan. |
| **Penalties for Nonperformance**  In situations where it is determined that the performance of various aspects of this plan, along with communications team members, is not consistent with this plan and policy, the <department responsible for this plan> will prepare a report stating the reason(s) for nonperformance and present it to Company management for resolution. Failure to deliver acceptable performance during a crisis might result in verbal reprimands, notes in personnel files, termination and such other remedies as deemed appropriate. |
| **Plan Location**  This plan will be signed, scanned into an electronic file, distributed to emergency team members and posted in the following location(s) on the network: <enter location of plan> |