

Crisis Communication Checklist

Respond & Prepare

- ☐ Determine scope of issue/crisis
- ☐ Establish timeline of event(s)
- ☐ Identify involved / impacted parties
- ☐ Gather additional facts
- ☐ Assemble crisis team (Legal, Operations, HR, Facilities, Communications, etc.)
- ☐ If needed, engage outside counsel/subject matter experts and/or PR experts
- ☐ Review all possible future scenarios, evaluate public perception
- ☐ Determine proactive or reactive stance (public/not public)
- ☐ Establish internal (stakeholders) and external (media) communication strategy

Execute

Delegate tasks and establish follow-up deadlines:

Internal stakeholders

- ☐ Communicate to:
 - Employees
 - Customers
 - Industry/Stakeholders
 - Government/Regulatory or Public/Community

External stakeholders

- ☐ Identify spokesperson
- ☐ Develop materials needed:
 - Talking Points
 - Issue/Crisis Advisory
 - Media Statement
 - Press Release
 - Social Media/phone script & website

Adapt & Refine

- ☐ Establish follow-up communication protocols
 - Set up crisis hotline
 - Schedule crisis team meeting cadence
 - Plan any additional updates to internal/external stakeholders
- ☐ Monitor media / social media
 - Clarify inaccurate information as needed
- ☐ Evaluate and refine for next message or issue/crisis response
- ☐ Keep an action log of all activities; schedule and conduct after-incident evaluation