Crisis Communications Management Plan

**Month 202X**

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# Introduction

This document outlines the procedures for the business to effectively manage a crisis situation, to minimise the negative impact commercially, operationally and reputationally, and to capture learnings for future application.

# Monitoring systems

It is important that any potential issues or enquiries are highlighted by the relevant team in a timely fashion.

| **Team** | **Responsibility** |
| --- | --- |
| ***e.g Marcomms team*** | *Daily monitoring of social media channels and website* |
| ***e.g. Agency*** | *e.g. Daily monitoring of news agenda as well as media monitoring for key brands terms updates provided to the Marcomms team flagging issues or complaints* |
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# Assessing the crisis

## **STEP ONE: Verifying the situation**

The first step is to determine what has happened (what, when, who, how, why), by immediately identifying as many facts as possible:

* **WHAT** happened and where?
* **WHEN** did this happen?
* **WHO** is involved?
* **HOW** did it happen?
* **WHAT** is currently being done?

When collecting the data consider the following:

* Do you have all the facts (to the best of your knowledge)?
* What other information do you need to put the event into perspective?
* Has the situation been confirmed?
* Was your information source(s) credible?
* Is the information consistent from several sources?

## **STEP TWO: Assessing the crisis level**

The following characteristics should be used by the HMC to assess the current level of the crisis and determine the appropriate response.

| **Level** | **Characteristics** | **Action required** |
| --- | --- | --- |
| **Severe** | * [add details] | [add details] |
| **Moderate** | * [add details] | [add details] |
| **Minor** | * [add details] | [add details] |
| **Minimal** | * [add details] | [add details] |

# Crisis response protocols

Following verification and assessment of the crisis level, **[who]** should activate the crisis procedure below.

## **Crisis management teams**

In the event of a crisis, the following teams should be convened immediately:

1. **[Add teams and people]**

## **Crisis response procedure**

|  | **Action** | **Timeframe** | **Responsibility** |
| --- | --- | --- | --- |
|  | *e.g. Relevant crisis management team to convene*  *[in person or on call] & ascertain the level of crisis using risk threshold criteria - see above* | *e.g Immediately* |  |
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## **Designated media spokespeople**

| **Title** | **Name** | **Spokesperson role/area of expertise** |
| --- | --- | --- |
| *e.g. CEO* |  | *e.g. One-to-one crisis interviews if required* |
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## **Key stakeholders - internal and external**

The following stakeholders should be kept appraised of the crisis situation, as per the response procedure.

| **Title** | **Name** | **Role** |
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## **Internal communications guidelines**

During normal working hours…

Outside working hours…

## **Key contacts**

| Title | Name | Mobile | Home |
| --- | --- | --- | --- |
| *e.g. Chief Executive Officer* |  |  |  |
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| **Agency Contacts** | | | |
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