



# Building a Crisis Communication Plan

## QUESTIONS TO ASK WHEN YOU BUILD A CRISIS COMMUNICATION PLAN:

- 1. What types of crises are likely for your organization?**
  - Environmental threats
  - floods, earthquakes, hurricanes, tornados, etc.
  - Bad Press
  - Social Media Errors
- 2. Who is in charge of crisis communications for each possible scenario?**
  - Phone Tree
  - Top-down communication or interdepartmental?
- 3. What information should you convey immediately vs. later?**
- 4. Which scenarios require legal counsel?**
- 5. Who is the spokesperson for each of your audiences?**
  - Board
  - Staff
  - Clients
  - Law Enforcement
  - Government
- 6. What training does your team need?**
  - On-camera public speaking
  - Logins and managing Social Media
  - Crisis Management
  - Safety Procedures
- 7. Who will monitor new and arising developments in the crisis?**