

## Crisis Communications Checklist

### Pre-Crisis Planning

- Create a crisis communication response team
  - *Identify at least three people who should be on this team*
- Identify topics and events that could generate a communications crisis
  - *Identify two examples*
- Craft messages in advance to manage those crises
  - *Craft a message around one issue – no more than one paragraph*

### Crisis-Communications Action Plan

- Mobilize crisis communications team
  - *Map a chain of communication (who calls whom?)*
- Assess situation and develop a strategy and message
  - *Should the message be communicated internally, externally, or both?*
- Communicate strategy and message
  - *Identify two ways to communicate the strategy*
- Identify ways to monitor a crisis communications situation
  - *Provide two examples of when and how an update might be warranted*
- Evaluate efforts and results
  - *Identify two sources that could demonstrate results*