



CRISIS COMMUNICATION PLAN CHECKLIST

What is a Crisis Communication Plan?

A crisis communication plan is a comprehensive and formal plan that includes details about different audiences and messaging. This plan will ensure you are ready to respond promptly, accurately and confidently during an emergency or crisis.

Your document should list all potential stakeholders and as much information about them as possible. Be sure to also include procedures to quickly identify and assess potential crises, methods for responding to these situations and pre-drafted messaging to reach your audience.

Here's a checklist to help you gather everything you will need for a comprehensive crisis communications plan.



Contact information

- Employee
 - Name
 - Family members
 - Address
 - Business phone number
 - Home phone number
 - Cell phone number
 - Email address
- Customers and suppliers
 - Organization name
 - Contact name
 - Cell phone number
- Business telephone and fax numbers
- Business address
- Business email
- Personal contact information

Messaging

Identify potential crises:

- Accidents with personal injury
- Accidents involving property damage
- Natural disasters
- Cyberattacks
- Violence
- Production interruptions

Tools and resources:

- Phones, SMS messaging and automated notification systems
- Email
- Web updates and message boards
- Social media accounts
- Copiers and networks
- Site and building diagrams
- Forms for documenting events
- Hard copies of emergency response, business continuity and crisis communication plans

Draft messages:

- Ready-to-go communications such as:
 - Emails to employees, customers and suppliers
 - Phone messages that can be loaded in the case of an emergency
 - Social media posts
 - Press releases
- Details on who will communicate which messages and how they will be communicated
- Directions on how to establish a call-in line with information for employees, media, community, etc.
- Instructions on how to hold a news conference.
 - What size crowd should you prepare for?
 - Who should be on hand to answer questions?
 - What format will you use (introduction, Q&A, length, photo restrictions, etc.)?
 - Do other organizations need to be included?

What's next?

If you have any questions about how to build your own crisis communications plan, please don't hesitate to "Collis!"

We can help you identify audiences, create a strategy for gathering pertinent contact information and develop appropriate messaging.

You can use the template provided by the [Canadian Centre for Disaster Preparedness](#).



This content is for informational purposes only and not for the purpose of providing, financial, medical or legal advice. You should contact your attorney, doctor, broker or advisor to obtain advice with respect to any particular issue or problem.