Crisis Communications Planning
CHECKLIST

Planning Stage:
☐ Who will be your main point of contact externally?
   o Press
   o Constituents
   o Law Enforcement

☐ Who internally will be your main point of contact?

☐ Identify clear roles for each team member.

☐ Establish a line of communication with media outlets.

☐ Create timeline of who should be contacted when.

☐ Draft background information for media and FAQs.

☐ Create a Social Media checklist.

Messaging Stage:
☐ Have you established the facts?

☐ Is your message short and to the point?

☐ Are you responding quickly, yet keeping your message transparent?
   o Remove all negative words: probe not hack.

☐ Send out press release. Engage on social media.

☐ Don’t repeat misinformation.

☐ Can you convey your message in three minutes?