



CRISIS COMMS CHECKLIST



A crisis can happen fast, and you need to be ready when it does. This 10-step checklist is designed to guide you through a crisis as it happens. Use it alongside your organization's crisis comms plan to make sure your team doesn't miss a beat.

Recognize the forming crisis and get ready for action

- Grab that Crisis Comms Playbook
- Gather any and all available information, both internally and externally

Utilize your media monitoring

- Ensure your searches are ready to go and add in any keywords that pertain to the crisis
- Compare the share of voice of the crisis with your benchmarked coverage
- Check social media monitoring for reach and engagement around the crisis

Alert the team and provide information

- Make sure the chain of command and communication is clear
- Decide if your team needs to pause any scheduled social media posts, client emails, content, etc.

Develop your messaging

- Know the relevant internal, leadership, customer, and media talking points
- Establish a spokesperson and a source of truth where you can direct traffic to (e.g., a blog post)

Prepare your deliverables (as necessary)

- Prepare a press release
- Prepare social media posts
- Prepare for a press conference

Review with your legal team/stakeholders

- Report relevant information to executives and decision makers
- Consult with legal team/executives before sending out any external communications

Deliver the deliverables

- Send out press releases and social media posts (if applicable)
- Ensure your spokesperson has a clear voice throughout your deliverables

Monitor for additional coverage and responses

- Look closely at the social conversation
- Check for spikes in media coverage
- Respond when and where appropriate

Reassess the situation

- If the crisis is contained, breathe a sigh of relief
- If not, consider reaching out to some journalists and/or influencers- who are advocates of your brand- to help mitigate the crisis

Perform a postmortem

- Analyze where you handled the crisis effectively and where there was room for improvement
- Update your crisis comms plan for future events