CRISIS COMMUNICATION CHECKLIST

A free resource from

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Now, more than ever, all businesses must have a game plan for unforeseen situations.

COVID-19 has proven that an effective crisis response plan is a necessity for every company. It is impossible to know when an emergency will occur or what it will be—which is precisely why your business must have an up-to-date communications plan in place.

Use this checklist as a starting point for the development or revision of your business communications plan.

Part I - *Evaluate your current plan*

Ask yourself some questions about the effectiveness of your current communication plan that was enacted due to COVID-19:

- ❏ Were you able to act quickly?

- ❏ Did all employees, stakeholders, and customers receive the necessary information?

- ❏ Was your communication timely?

- ❏ Were employees prepared for changes to their work routines?

- ❏ Were you able to control the message? Was it consistent & precise?

- ❏ How did the communications perform?

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Part II - *Update your response plan*

❏ **Set a clear goal** for your crisis communication plan.

❏ **Focus on employees first**. Answer any questions and be prepared to keep them updated on the situation.

❏ **Include stakeholders** in your communications (employees, customers, partners, investors, government, media, etc.).

❏ **Outline a process** for reporting and sharing information in the case of a crisis.

❏ **Prepare to make fact sheets** by assigning members of your team this task, to avoid rumors and misinterpretations.

❏ **Anticipate/outline example scenarios** to lessen stress in a crisis.

❏ **Recognize and answer possible questions** in advance.

❏ **Pinpoint possible risks** you could face and prepare steps to recuperate any additional losses.

❏ **Consider social media** as a tool for proactive communication.

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Want a proactive business partner to help you stay on top of crisis management and response?

Connect with our team.

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