



# Crisis Communication TASK LEVELS

Crises come in many forms, often without warning.

Being able to communicate effectively before, during and after a critical incident is key to maintaining your reputation and resiliency.

Not sure where to begin? Follow this color-coded checklist and you'll be ready to communicate when crisis strikes!

## NO CRISIS

Prepare your organization *before* a crisis. Here's how:

- Assess risks/vulnerabilities to anticipate potential crises
- Develop or revise your crisis communication plan
- Script key messages for traditional and social media outlets
- Pre-develop emergency website/darksite to provide the public updates
- Train staff for anticipated crises
- Conduct drills on various crisis scenarios
- Identify/train organizational spokespersons for internal/external communications
- Test notifications and monitoring sessions
- Assess organizational capability to handle crisis inquiries appropriately



## ANTICIPATION OF A CRISIS

Have the benefit of knowing a crisis is about to happen? Get ready:

- Draft holding messages
- Activate darksite
- Alert your crisis team(s)
- Send messages alerting potentially affected individuals
- Develop talking points for public engagement



## INITIAL HOURS OF A CRISIS

The crisis has begun. Here's what to do:

- Conduct an initial briefing
- Post initial holdings statements to emergency website/social media
- Anticipate questions and create a FAQ
- Conduct initial press briefing
- Refine talking points as necessary
- Communicate with sincerity, transparency and accountability
- Don't be afraid to say "I don't know"



## PEAK OF A CRISIS

Remember, this is what you've prepared for! Continue strong:

- Create a separate communication channel for those directly impacted
- Prioritize messaging through sequencing
- Conduct ongoing press briefings
- Monitor and support your crisis response team



## AFTER THE CRISIS

Take a breath. The crisis is over, but your work isn't:

- Debrief crisis team prior to closing down the response
- Include information on psychological first aid during debriefing
- Request response summary notes from team
- Complete after action reporting
- Review lessons learned
- Complete the post-crisis analysis
- Integrate updates into your emergency response plan



Always be prepared for the unexpected. With this checklist, your organization will have the necessary tools to communicate throughout a crisis while maintaining resilience post-incident.

Have questions? Contact FEI, the leader in organizational preparedness, response and recovery, and we'll help you address all aspects of a crisis while supporting your people.

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