

When the \$#@% hits the fan:

Setting up your communications processes to be crisis-ready

Step 1:

Establish roles / responsibilities ahead of time.

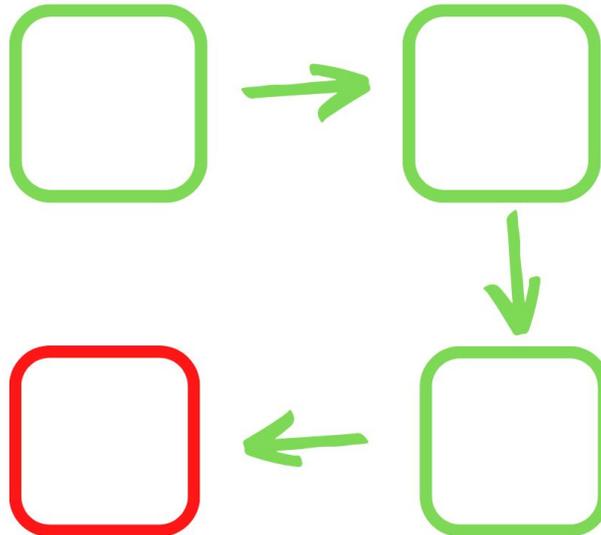
Discuss your team's roles and responsibilities before a crisis hits. Assign specific people to duties including one central person as the Crisis Lead who will coordinate the information that will be shared with internal and external audiences.

Role	Assigned to
Crisis lead: Coordinates information flow between internal groups and external groups. Leads development of messaging, statements and coordinates approvals	
Media contact: Responds to media queries, is the media point of contact on any statements, releases	
Spokesperson: Quoted in statements, speaks at press conference or provides on camera interviews	
Monitoring social media: Keeps tabs on social media conversations around the issue, sentiment, and flags any posts that may need a response	
Managing communications to donors	
Managing communications to volunteers	
Managing communications to board	
Managing communications to employees	
Managing communications to the public via organization's social media platforms	
Managing communications to the public via organization's website	

Step 2:

Determine your approval process

Who will have the final say before messaging / responses are distributed to internal and external audiences? Who needs to be part of the review process? Can you streamline the process to respond more quickly?



Step 3:

Determine the timing for sharing information

What is the cadence for sharing messaging / responses with your audiences? Will you let everyone know at once? Or will you stagger the timing of who you share information with?

Audience	Timing
Executive Leadership	
Board	
Donors	
Partners / Corporate Sponsors	
Employees	
Volunteers	
Media	
General public	

Step 4:

What information will you need?

This will vary depending on the situation, but these questions can guide you through the information-gathering process.

Situation overview:

- What happened?
- When did it happen?
- Who did it happen to?
- Who has it impacted to date?
- How is our organization involved?
- Has there been any media coverage, and if so, provide links to stories.
 - What is the overall tone of the coverage?
- Has there been any mention on social media?
 - If so, what is the overall tone?
 - What is the momentum?

Situational analysis:

- Who else might be impacted?
- Which of our audiences could be most impacted?
- What does this mean in the short-term to our organization?
- What are the long-term effects?
- What is the timing for a response (what is the urgency?)?