

CRISIS COMMUNICATION PLANNING

Communication is an essential part of any crisis response. To ensure you get it right, follow these guidelines to create a robust communication plan.

Set communication objectives

What is your desired end-state and how do you want to be remembered after the crisis is over? Define communication objectives which reflect this.

Identify and prioritise stakeholders

Who will be impacted and/or who will have influence over your organisation? Prioritise stakeholders based on who is **most** affected or has **most** influence.

Develop messages that inform and reassure

Define a set of key messages that communicate:

- Empathy
- Information
- Guidance/action

Determine communication channels

Determine the best communication channels e.g. email, face-to-face or telephone to reach your stakeholders.

Agree timing

Determine when each of your stakeholders should receive communication.

Assign responsibility

Confirm who is responsible for actioning the communication.

See overleaf for a communication planning template.

Review your plan regularly.

COMMUNICATION PLANNING TEMPLATE

Our communication objectives are:

Stakeholder Who is impacted/has influence?	Messages What do they want/need to hear?	Method What is the best comms channel?	Responsible Who is responsible for this group?	Deadline By when should they receive comms?	Completed Tick when action completed
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- Priority A:**
Urgent, proactive communication
- Priority B:**
Non-urgent, proactive communication
- Priority C:**
Non-urgent, reactive communication