

COMMUNICATION MATERIAL CHECKLIST

When communicating in a crisis, your materials must resonate with your stakeholders.

Review each piece of communication (staff briefings, press statements, customer updates etc.) against the checklist below to ensure it is fit for purpose.

Is your communication...

Empathetic?

Are you communicating in a human manner that connects with and is sensitive to your stakeholders' needs/concerns?

Clear and simple?

Is your language straightforward without corporate jargon?

Practical?

Are you sharing useful information and is it clear what steps people should take as a result?

Based on substantiated messages?

Have you provided evidence, examples or data to back up your messages?

In line with your values?

Is the communication in keeping with your organisational values?

Check all communication against the above list **before** issuing it.

For further assistance,
contact info@insigniacrisis.com or
call +44(0)121 382 5304