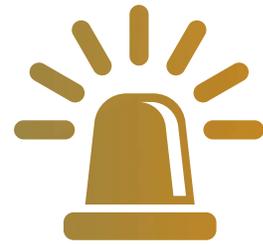


Crisis Response Communications

Planning Toolkit



Be QUICK, Be AGILE, Be PREPARED

We are facing one of the most disruptive, and potentially devastating, global crises we may ever experience in our lifetimes. And, we are amid a defining moment that may permanently alter how we function in society and in business.

How can you matter in the moment? They say that fortune favors the prepared. As a company, your short- and long-term survival may depend on how you react to challenging times. This planning template is designed to help you be prepared with a simple response plan that you can use now and modify for future situations.

Internal Planning

Be prepared, create an action plan that you can get approved right away (by Board, leadership, etc.) so you are ready to go now and the next time around. Be sure to include information about how to respond to certain situations and approved language/messaging. This should be somewhat generic so it can be tailored to individual situations as they occur.

When a Situation Occurs:

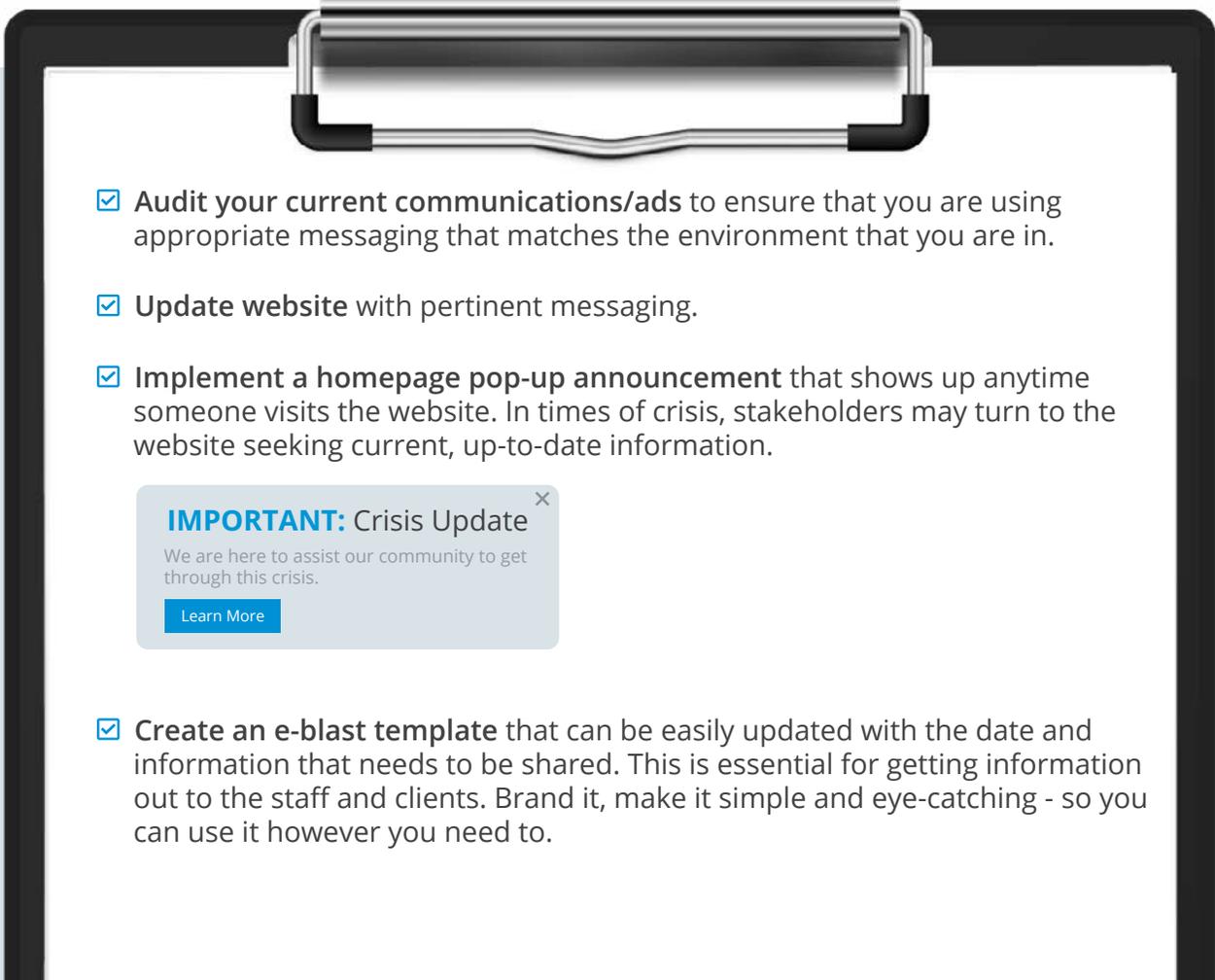
- Determine messaging and thought leadership that is meaningful by finding the intersection of the answers to these two questions: What is our purpose? What is the current need?
- Develop a plan for showing leadership in a time of uncertainly and rapidly changing circumstances.

Consider a response plan for:

- What do we do/say if we must close unexpectedly?
- What do we do/say if we have to create consumer confidence in the face of adversity?
- What do we do/say if we are dealing with a national/global crisis vs. a crisis that is unique to us?
- What types of scenarios (risk assessment) should we plan for? How at risk are we given the current situation?
- What messaging will provide information and show proactivity given the various scenarios?
- What messaging can we prepare for staff; clients and vendors/partners?
- How can we best use social media platforms and/or a blog to share useful information?

Tools and Materials

Here is a simple checklist of tactics that will better enable you to be agile in a time of crisis.

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- Audit your current communications/ads** to ensure that you are using appropriate messaging that matches the environment that you are in.
 - Update website** with pertinent messaging.
 - Implement a homepage pop-up announcement** that shows up anytime someone visits the website. In times of crisis, stakeholders may turn to the website seeking current, up-to-date information.

IMPORTANT: Crisis Update ×

We are here to assist our community to get through this crisis.

[Learn More](#)

- Create an e-blast template** that can be easily updated with the date and information that needs to be shared. This is essential for getting information out to the staff and clients. Brand it, make it simple and eye-catching - so you can use it however you need to.

- ☑ **Generate a social media announcement template.** An efficient approach is to use an editable PDF that can be converted to a .jpeg.
- ☑ **Produce a landing page** for all essential news/announcements. Your e-blasts and Facebook graphics can drive traffic to a landing page so you can list additional information and update daily. This also keeps your audience from getting stuck on your website and not knowing what to do/where to find relevant information.
- ☑ **Create a flier/poster template.** If you have a brick and mortar facility or multiple locations, this is an essential tool for communicating any changes in operations that you may be experiencing such as modified hours. This should be set-up to be edited and printed in-house; put at the front desk; hung on doors; etc.
- ☑ **Develop an FAQs document** for your team and your clientele. Having FAQs can help augment your time by capturing the most common questions and answers, so you don't have to spend that time in person, on the phone, etc.
- ☑ **Create a graphic/infographic template.** This can be used in several ways such as an FAQ that you can update to answer key questions, or as a graphic to help users understand newer technology (e.g. What is Zoom and how do I use it).
- ☑ **Implement webinars/thought leadership materials.** Make sure you have a platform for sharing information to target audiences such as Zoom or GoToWebinar ready for use. Using this type of technology at a time of crisis can maintain your relevance and help people connect to your brand in an authentic way. Think of all the ways you can share your expertise and help others when facing crisis. Can you help your clients; offer information to associations; prepare info that would be helpful to others in your industry; etc. This is a great brainstorm activity for you and your team.
- ☑ **Consider an "all-hands-on-deck" support plan.** What will you require of your team and others in terms of support of your company and others (e.g. No PTO, core working hours, leadership team help, etc.)? This is a great thing to explore in terms of your company's ability to give outside of your organization as well. Use this time for team collaboration and alignment. Anyone that can be benefited by your time, guidance, or dollars should be a point of discussion at a time of crisis. While you do not want to appear exploitative, you can lead by example and let others know about your goodwill to encourage them to follow your lead.