

# CRISIS COMMUNICATIONS PLAN ELEMENTS



Crisis Communications Plans (CCP) establish effective internal and external communications systems which guide organizations through life's most difficult times. Your CCP will serve as a crisis communications "playbook" as leadership teams strategically prepare for, navigate through, and recover from issues of sensitivity, adversity, or crisis.

## DEVELOPING YOUR PLAN - KEY ELEMENTS

<b>STEP</b> 1	<b>Identify and prioritize key points of exposure</b>	Crises cost time, money, customers, and careers. Begin by performing a Reputational Risk Assessment (RRA) that maps out your business's top internal and external threats.
<b>STEP</b> 2	<b>Establish a Crisis Management Team (CMT)</b>	Your CMT is comprised of critical personnel who are responsible for assembling information, making decisions, and executing your plan.
<b>STEP</b> 3	<b>Author a written crisis action plan/precedure</b>	When a crisis occurs, what should your CMT do? Who will be responsible for what and when? Establish the rules of engagement.
<b>STEP</b> 4	<b>Invest in brand monitoring software</b>	Activate traditional and digital media monitoring software to ensure your CMT members can intelligence gather and analyze your brand's mentions in real time.
<b>STEP</b> 5	<b>Prepare your digital communications channels</b>	Ensure your CMT has the capacity to update your digital channels (website, social media, etc.) and be ready to activate as crisis dictates.
<b>STEP</b> 6	<b>Draft messaging framework</b>	Think back to step one. How should your CMT respond to issues your company is prone to? While each situation will be different with tailored messaging, get a head start on the basics to save time.
<b>STEP</b> 7	<b>Train</b>	Whether table reads, table-top exercises, on-camera media trainings or full-blown mobilizations, train relentlessly as how you practice is how you'll play. Create 'organizational muscle memory' – the global speed of information is now faster than it has ever been.
<b>STEP</b> 8	<b>Debrief</b>	After crisis, relentlessly analyze and determine what went well and what needs to be done just a little bit better. There is always room for growth. After your debrief, update your planning documents accordingly.

### ABOUT FALLSTON GROUP

Fallston Group builds, strengthens, and defends reputations, each and every day. Operating at the intersection of leadership, strategy and communications, our experts work to maximize the intangible assets that contribute to as much as 80 percent of an organization's marketplace value. We firmly believe that 'reputation leads to trust and trust leads to valuation' – and by the way, not all currency is financial. Learn more at [fallstongroup.com](http://fallstongroup.com).