

MUCK RACK

CRISIS COMMS CHECKLIST

Crisis moments are increasing and show no signs of stopping. While there's no way to know what future reputational issues may arise for your brand, there are proactive best practices you can establish to best position your organization to tackle a crisis communications moment.

IN ADVANCE:

- ☐ Build a crisis communications plan including naming who is on the core crisis team and who is on the executive crisis team
- ☐ Gather cell phone numbers, establish video conferencing links and Slack channels so your core crisis team knows where to go to find up-to-date information
- ☐ Define what a crisis would look like for your organization
- ☐ Build your crisis matrix and establish the severity tiers of crises your organization may encounter
- ☐ Establish an escalation process based on your matrix
- ☐ Go through scenario exercises with your core crisis team at least annually, where you explore potential crises and how you might handle them

WHEN A CRISIS OCCURS:

- ☐ Assemble core crisis response team
- ☐ Assign a fact finder and work async to gather all facts
- ☐ Prepare a holding statement when you need more time to fact-find and come up with a plan
- ☐ Define the severity of the crisis and where it fits into your crisis matrix
- ☐ Determine a response plan
- ☐ Draft three key messages, max.
- ☐ Establish the audiences you'll want to address in a crisis and the channels you'll use to communicate to them
- ☐ Schedule a debrief and adjust your plans for next time

Muck Rack makes it easy for teams of all sizes to plan and collaborate. If you're interested in learning more, **book a demo** with one of our experts.

BOOK A DEMO

