



# Crisis Communications Plan Template



## Official Company Spokespeople:

List Name, Phone, and Email contact information

Head of PR: \_\_\_\_\_

Legal: \_\_\_\_\_

IT: \_\_\_\_\_

HR: \_\_\_\_\_

Logistics: \_\_\_\_\_

Security: \_\_\_\_\_

Internal Communications: \_\_\_\_\_



## Channels of Communication:

*These channels should have contextual messaging but be unified in their message*

- Email/Phone/Text Clients
- Website Update
- Update Outgoing Voice Mail
- FB:
- Twitter:
- LinkedIn:
- Instagram:
- TikTok:
- Pinterest:
- CBS:
- NBC:
- ABC:
- Local Newspaper:
- Other:

## Script:

*(DO NOT SAY "NO COMMENT"!)*



*"We are aware there **may** be a problem and we are investigating the situation with the appropriate parties. We intend on making more details available within the next 24 hours."*

*But remember: if you are not the appointed spokesperson for the company and have not been asked to speak on behalf of the company, you are not to do so.*