

## Crisis Communication Template

Use this template to respond quickly and effectively during a crisis situation.

### Immediate Response (First 24 Hours)

#### 1. Acknowledge the Situation

"We are aware of [situation] and are taking it very seriously. Our team is currently investigating and will provide updates as soon as we have more information."

#### 2. Express Concern

"Our top priority is [safety/security/wellbeing] of [customers/employees/community]. We understand the concern this has caused."

#### 3. Outline Immediate Actions

"We have immediately [specific actions taken]. We are working with [relevant authorities/experts] to [resolve/investigate]."

### Follow-Up Statement (24-48 Hours)

#### 1. Provide Facts

[Clear, factual description of what happened, when, and where. Avoid speculation.]

#### 2. Explain Actions Taken

[Detailed steps your organization has taken to address the situation]

#### 3. Accountability

[Take responsibility where appropriate. Avoid blame or excuses.]

#### 4. Prevention Measures

[Outline steps being taken to prevent recurrence]

#### 5. Contact Information

[Dedicated crisis hotline, email, or information center]

### Crisis Communication Principles

- Respond quickly - silence creates speculation
- Be transparent and honest - don't hide or minimize
- Show empathy - acknowledge impact on stakeholders
- Provide regular updates - even if "no new information"

- Use consistent messaging across all channels
- Monitor social media and respond to concerns
- Designate a single spokesperson to avoid confusion

### **Do's and Don'ts**

#### DO:

- Prepare statements in advance
- Coordinate with legal team
- Monitor media coverage
- Document all communications
- Follow up after resolution

#### DON'T:

- Speculate or guess
- Use "no comment"
- Blame others
- Get defensive
- Ignore social media