SOUTHGATE TERMINAL

## Port Operations Security Documentation

Media / Communications – Media SOP: Final Response

Purpose:
To guide the Media & Communications team through the final stage of public engagement at the close of an incident. This SOP ensures consistency, reassurance, and credibility in the organisation's closing statements and media posture.

When to Use

- The incident is resolved or contained
- Final technical and operational updates have been approved
- Leadership has authorised end-of-incident messaging

Final Response Steps

1. Confirm Closure Authority

- Has the Incident Lead or CEO formally declared the incident closed?
- Have Legal and Technical teams approved closure language?
- Are all public-facing systems operational or explainable?

2. Draft Final Statement

- Reference the original issue clearly but without over-emphasising
- Provide closure timeline (e.g. "Normal operations resumed at 13:40 AEDT")
- Acknowledge stakeholder patience and internal efforts
- Clarify if further updates will be issued or not

Example Line:

"We can confirm that the issue affecting [X system/service] has been resolved. Normal operations resumed at [time]. We appreciate the patience of our customers and the dedication of our team."

3. Choose Channel(s)

- Organisation website or newsroom
- Social media (LinkedIn, X/Twitter)
- Direct email to affected partners or stakeholders

- Optional: media outlet follow-up if previous coverage occurred

4. **Internal Wrap Brief**
   - Prepare and circulate summary of final messaging to:
   - Executive team
   - Incident Coordinator
   - Legal
   - Technical and Ops leads
5. **Archive Communications**
   - Ensure all final statements are stored in the Comms Summary Log
   - Capture media coverage or screenshots for internal record
   - Tag messaging outputs in the incident archive (for audit and debrief)

Common Follow-up Topics

Question **Suggeste	d Handling**
Will there be a formal “We report? procedures.”	are completing internal review
Was this a cyber attack? ”	We are not speculating at this time.”
Who was responsible? “We process.”	are working through the investigation
Could this happen again? ” resilience.”	We are applying lessons to strengthen

Reminders:

- Avoid emotionally defensive tone
- Focus on closure, accountability, and confidence in recovery
- Final messages may shape long-term reputation — ensure consistency across channels

Owner: Media & Communications Lead
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Approved by: Executive Communications and Legal Team