# Media / Communications – Crisis Communications SOP

**Purpose:**  
To provide a clear and structured protocol for managing internal and external communications during a crisis or incident. This SOP ensures consistency, coordination, and alignment across executive, media, and legal teams.

## When to Use

* Any event that affects operations, safety, data, or stakeholder trust
* Situations where media attention, public queries, or online visibility is expected or confirmed
* Regulatory, insurer, or legal triggers that require disclosure

## Primary Roles & Responsibilities

**Media Lead**

* Drafts and manages all public-facing messages
* Coordinates with CEO and Legal on tone, timing, and content
* Tracks media and social sentiment where applicable

**CEO / Executive Lead**

* Acts as official spokesperson unless delegated
* Approves all formal statements, including interviews
* Coordinates with stakeholders and board-level contacts

**Legal Team**

* Reviews content for liability, compliance, and contractual risks
* Advises on timing of statements relative to breach, insurer, or regulatory triggers

## Core Messaging Workflow

1. **Trigger Identified**
   * Media inquiry, social media mention, regulator request, or public visibility spike
2. **Initial Drafting (Media Lead)**
   * Use Public Messaging Templates (Holding / Denial / Acknowledgement)
   * Prepare both reactive (response) and proactive (pre-emptive) drafts
3. **Review & Input**
   * Legal reviews for exposure, insurer language, compliance
   * CEO reviews for tone, strategic alignment, and final authority
4. **Approval**
   * Statements are not released until signed off by CEO or Crisis Lead
5. **Delivery Method**
   * Choose appropriate channel (e.g. email, press release, website, social post)
   * Coordinate timing with incident updates or external triggers
6. **Monitoring & Adjustments**
   * Track feedback, media coverage, or public response
   * Update talking points or FAQ as needed

## Response Timing Guidance

| **Scenario Type** | **Recommended Timing** |
| --- | --- |
| Public tweet or media inquiry | Within 30 minutes |
| Confirmed breach with external risk | Within 1 hour of internal confirmation |
| Operational disruption only | As needed; not mandatory |
| Regulator or insurer contact | Coordinated with Legal response window |

## Content Do’s and Don’ts

**Do:**

* Acknowledge awareness of issue (if public)
* Use factual language and confirmed details only
* Align statements with policy documents
* Provide timeline for follow-up where possible

**Don’t:**

* Speculate on root cause or attribution
* Use technical jargon without explanation
* Over-promise (e.g. resolution timelines)
* Respond emotionally or defensively

## Pre-Approved Templates Available

* Holding Statement Template
* Denial / Refute Template
* Acknowledgement + Timeline Template
* Post-Resolution Summary

**Owner:** Media & Communications Lead  
**Reference:** MED-01  
**Version:** 1.0  
**Approved by:** Executive Communications and Legal Team