# Media / Communications – Comms Summary Template

**Purpose:**  
To provide a structured log of all communications activities during an incident. This includes public statements, stakeholder briefings, social responses, and internal messaging. The template supports coordination, consistency, and auditability.

## When to Use

* Begin as soon as the incident is declared
* Update throughout the incident in real-time
* Finalise and archive during closure phase

## Core Sections

**1. Summary Snapshot**

| **Item** | **Entry** |
| --- | --- |
| Incident Name | [e.g. Southgate Terminal Disruption] |
| Comms Lead | [Name / Role] |
| Start Time | [DD/MM/YYYY HH:MM] |
| Closure Time | [If applicable] |
| Number of Statements Issued | [#] |
| Media Contact Volume | [High / Medium / Low] |

**2. Message Log**

| **Time** | **Channel** | **Type** | **Summary of Message** | **Approved By** | **Status** |
| --- | --- | --- | --- | --- | --- |
| 09:15 | Twitter (public) | Holding Statement | "We are aware of an incident affecting..." | CEO | Sent |
| 10:00 | Press Release | Acknowledgement | Confirmed disruption & next update 12:00 | CEO / Legal | Sent |
| 10:30 | Internal Slack | Staff Briefing | Systems down – use Manual Ops SOP | Media Lead | Delivered |

Use rows to track every comms item, both internal and external.

**3. Public Questions / Media Themes**

* Summary of common inquiries from journalists, regulators, or social media
* Flagged areas needing legal or executive input
* Topics to address in next public statement or update

**4. Upcoming / Planned Statements**

| **Time (Planned)** | **Channel** | **Purpose** | **Status** |
| --- | --- | --- | --- |
| 12:00 | Website Update | Confirm containment + resolution status | Drafted |
| 14:00 | LinkedIn | Stakeholder reassurance | Drafting |

## Notes:

* Update timestamps accurately for legal traceability
* This log may form part of the final post-incident review packet
* Ensure access is controlled and edits are version-tracked

**Owner:** Media & Communications Lead  
**Reference:** MED-04  
**Version:** 1.0  
**Approved by:** Executive Communications and Legal Team