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

## 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  
**Reference:** MED-05  
**Version:** 1.0  
**Approved by:** Executive Communications and Legal Team