

ICS-Style PIO Checklist

Quick Card

30-second visual to move from fact-gathering → approval → release → monitoring during activation.

PIO Checklist v2.0 · Updated

October 2025

1) Verify Facts with Operations

- Confirm all details through **Operations/Planning** before posting.
- Time-stamp every fact (use “as of [HH:MM]”).
- Identify what’s **verified**, **pending**, or **unconfirmed**.
- Ask “*who owns this update?*” to prevent duplication.

2) Draft → Approve → Release

- Draft plain-language message (**headline + 3 bullets + CTA**).
- Route for approval (**PIO Lead** → **Incident Commander / EOC Director**).
- Post to priority channels (**Website alert banner** → **Social** → **Email/SMS**).
- Log release time in ICS 214 Activity Log or digital tracker.

3) Monitor & Update Cadence

- Track comments and DMs for **misinformation** and correct promptly.
- **Life-safety events:** every **1–2 hours** or as conditions change.
- **Infrastructure/utility events:** every **4–6 hours** or at utility cadence.
- Archive outdated posts (mark “resolved” or “update #2”).

4) Stakeholder Distribution

Maintain a live distro list with version control:

- City Manager & Deputy Manager
- EOC Section Chiefs (Ops, Planning, Logistics, Finance/Admin)
- Department PIOs / Liaisons
- Mayor and Commission offices
- 311/Call Center and City Hall front desk

Optional tiers: county PIO, school district, utility partners, regional JIC.

Purpose: quick activation aid for storms, outages, and other incidents.

Front: 4-step checklist · Back: format example + sign-off matrix

Back: Message Format, Color Codes, Sign-off Matrix

Use plain language. Keep links short with civic shortlink. Include update timestamps.

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Message Format (Plain Language)

HEADLINE: Flooding on Atlantic Ave –
Avoid area
BODY: City crews are on site
clearing drains. Use detours via
14th St. Next update by 3:00 PM.
CTA: Visit
HallandaleBeachFL.gov/alerts for
verified info.

Tip: headline + 3 bullets + CTA; include “as of”
time in the body.

Color Code System (optional for EOC)

Level	Condition	Cadence	Channels
Green	Monitoring	As needed	Internal only
Yellow	Minor impact	4–6 hr	Web/Social
Red	Major impact	1–2 hr	All channels / Media

Quick Reference: Who Signs Off

Product	Approver	Backup
Social post / Web alert	PIO Lead	IC / City Manager
Press release	PIO Lead + IC	Deputy PIO
Media interview	PIO Lead	EOC Director
Situation report excerpt	Planning Section	PIO Lead

Formatting & Accessibility

- Use short civic links ([hbfl.gov/...](#)), never raw bit.ly.
- One image max per post (map or icon); alt text for graphics.
- Translations: include top 1–2 paragraphs in Spanish/Haitian Creole.

Keep this sheet laminated in the EOC binder and on the wall.

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