

CRITICAL INCIDENT RESPONSE COMMUNICATIONS CHECKLIST

1. Leadership learns of crisis (Communications team is a critical component of leadership team)
2. Begin information gathering
3. Message to internal audiences
4. Share on social media for fastest form of communication (What we know now)
5. Consider if media interviews are necessary and advantageous
6. Monitor social media and media
7. Prepare holding statement (*If not messaging on social)
8. Potentially prepare for news conference
9. Publish news release
10. Continue to monitor social media and media