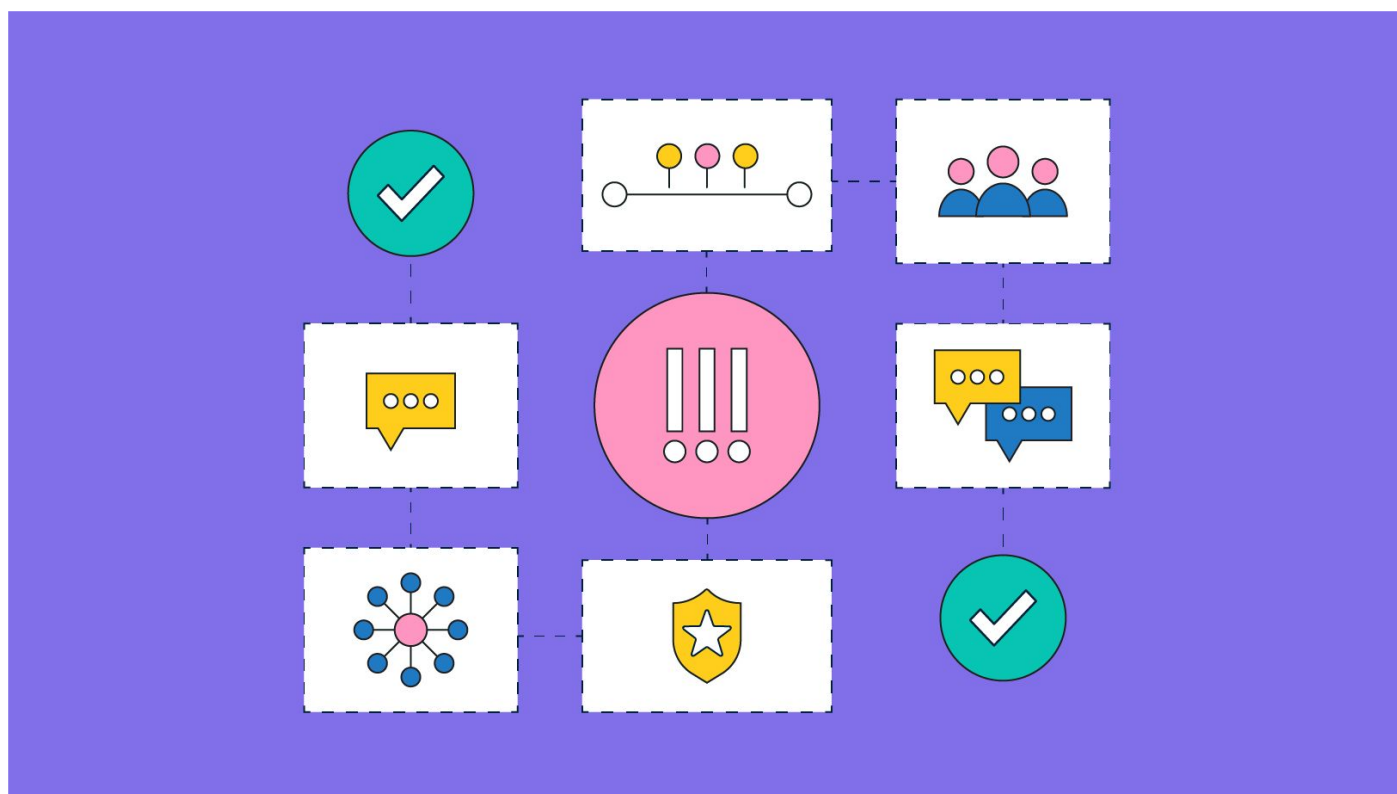




A digestible template to document your crisis management plan

There's no one right way to respond in a crisis. But every company needs to be prepared with a plan that fits their values and needs.

We created this easy-to-use template to help you start building a customized crisis management plan so you can react, respond and recover faster. Let's dive in.

Be ready to respond to a crisis in a moment's notice

A crisis can strike at anytime. If it happens, be prepared with the right approach and the appropriate message. Waiting until you're under pressure to draft an entire crisis management plan can lead to preventable mistakes and a longer recovery period.

What is a crisis management plan?

An actionable communication strategy meant to mitigate damage to a brand's reputation during a negative event.

What does a crisis management plan include?

- Examining and improving your current emergency response protocols
- Setting up communication procedures and guidelines
- Defining crisis scenarios and drafting crisis responses
- Activating and evaluating your crisis response

Crisis management process checklist: Plan

Use this checklist to guide your crisis management planning. Each step in this template will bring you closer to building a comprehensive response.

☐ Form a crisis management team☐ Define crisis management team roles and duties☐ Find strengths, weaknesses and opportunities in current system☐ Prepare communication procedures and guidelines☐ Brainstorm example crises☐ Draft general crises responses☐ Train appropriate team members☐☐

Build your crisis management team

The first step toward constructing your plan is building your team. Eliminate confusion in a time of crisis by assigning clear roles—from who will lead your [corporate communications strategy](#) to who will draft your [social media crisis response](#).

Position	Name, Title, Contact	Responsibilities
Crisis communications team leader (CCTL)		• Coordinate team's response • Oversee message development • Facilitate meetings and approvals from senior leadership
Crisis communications coordinator (CCC)		• Liaise with communications team leaders • Assist the CCTL with prioritizing team responsibilities and managing a response

Build your crisis management team

Have a robust team in place that spans across departments. This will allow you to develop a clear and thorough approval process. Your team should include a high-ranking executive who will serve as your official spokesperson and your company's attorney.

Position	Name, Title, Contact	Responsibilities
Final approver		● Provide final approval on all public messages ● Spokesperson in media statements and on social
Legal counsel		● Provide legal advice on communication strategies ● Approve formal company statements and messaging

Build your crisis management team

Recruit specialized experts to join your team so you can be prepared for a wide variety of crises.

Position	Name, Title, Contact	Responsibilities
IT and/or security		• Coordinate technology needed to manage the situation • Lead investigation of security issues
Human resources (HR) representative		• Help craft internal company statements and messaging • Lead the update of company policies and procedures

Build your crisis management team

Add other roles and responsibilities to your team as they apply to your organization.

Position	Name, Title, Contact	Responsibilities

Conduct a **SWOT** analysis

Examine your current emergency response protocols. Identify areas where you excel **and** issues you need to address to improve in the future.

Strengths	Weaknesses

Threats	Opportunities

Set up communication procedures and guidelines

Determine your audience, cadence and channels. **Note:** Each crisis will require different procedures and guidelines. Update your responses accordingly.

Who should the CCTL contact during a crisis?

What will our communication frequency be?

Which channels will we use to communicate with external stakeholders?

Which [social media platforms](#) will we use to communicate updates?

☐



☐



☐



☐



☐

Other

☐



☐



☐



☐



Set up communication procedures and guidelines

How soon after the crisis will we respond?

Which channels will we use to communicate internally?

What are our guidelines for managing media relations?

Will the crisis impact our other scheduled content? If yes, when will it resume?

Define your crisis scenarios

Although you can't predict every crisis you face, brainstorm a few general themes and example scenarios to help you prepare.

Scenario #1	Examples

Scenario #2	Examples

Define your crisis scenarios

Scenario #3	Examples

Scenario #4	Examples

Prepare general responses for each scenario

Once you craft a few example scenarios, draft responses to create a crisis response bank. You can use these messages in social media posts, press releases, statements to the media and more.

Scenario #1:

Scenario #2:

Prepare general responses for each scenario

Scenario #3:

Scenario #4:

Crisis management process checklist: Activate

Once you complete the planning phase, you will be ready to respond to a crisis quickly and efficiently. If a crisis does unfold, follow this checklist to activate your plan.

- | |
|--|
| ☐ Meet with the crisis management team during the onset of crisis |
| ☐ Contact leadership team, followed by entire internal team |
| ☐ Contact external stakeholders and customers |
| ☐ Contact the media |
| ☐ Introduce new policies and accommodations |
| ☐ Monitor business operations and financial health |
| ☐ Regularly convene with the crisis management team |
| ☐ |
| ☐ |

Crisis management process checklist: Evaluate

After a crisis subsides, begin guiding your company to return to business as usual. Evaluating your performance after a crisis is essential to making a quick and complete recovery.

- | |
|--|
| ☐ Meet with crisis management team to review performance* |
| ☐ Share performance highlights with internal leaders and team |
| ☐ Analyze the impact on your brand's story and overall health |
| ☐ Rework and revise your crisis management plan |
| ☐ |
| ☐ |

***Note:** Your brand can determine crisis performance in many ways. A few examples include measuring the [sentiment of external stakeholders](#), analyzing media mentions and comparing your brand impression to pre-crisis data.

Want to learn more about how you can grow and protect your brand?

[Download the Corporate Communication Plan Template](#)

About Sprout Social

Sprout Social offers deep social media listening and analytics, social management, customer care, and advocacy solutions to more than 25,000 brands and agencies worldwide. Sprout's suite of solutions supports every aspect of a cohesive social program and enables organizations of all sizes to extend their reach, amplify their brand and create the kind of real connection with their consumers that drives their businesses forward. Headquartered in Chicago, Sprout operates across major social media networks, including Twitter, Facebook, Instagram, Pinterest, YouTube and LinkedIn. Learn more at sproutsocial.com.