

CRISIS COMMUNICATIONS PREPAREDNESS CHECKLIST:

Managing the Immediate Consequences of a Crisis Scenario

Your actions are critical during the first 12 to 24 hours of a crisis. How you respond—whether promptly or not—will significantly impact your ability to manage the situation and protect your reputation.

The checklist below outlines essential initial steps for assessing and responding to a potential issue or crisis. While it is not a substitute for a comprehensive crisis plan, it serves as a practical tool for taking quick and focused action when time is of the essence.

- ✓ **Gather the facts and assess:** Quickly collect the facts and evaluate the situation. Consider the impact on operations, active inquiries, whether the issue is ongoing or post-event, and any safety concerns. Use your evaluation framework to determine if it's a crisis to guide your response. Verify information before acting or sharing.
- ✓ **Form your working group:** Establish a cross-functional team that will provide feedback on all communications. This team should comprise legal advisors, leadership communication professionals, HR representatives, and subject matter experts.
- ✓ **Map your stakeholders:** Create a map of key audiences, both external and internal, who may be impacted. Include communication owners and channels. Identify and address any gaps.
- ✓ **Formulate a response plan and holding statement:** Work with your group to strategize a response and start implementing it. Create a media holding statement for inquiries, keeping it honest about knowns and unknowns. Stick to factual messaging and avoid defensive language. Inform key stakeholders as necessary.
- ✓ **Continuously evaluate, monitor, and adapt:** Consistently observe the response in real-time and adjust your strategy as required. Convene the working group regularly to reassess the crisis and decide if a modification of action is necessary.
- ✓ **Adhere to these best practices:**
 - Ensure authenticity and consistency in all communications.
 - Avoid speculation; it is acceptable not to have immediate answers.
 - Stay proactive and vigilant.
 - Act without causing harm.

In today's challenging landscape, Narrative is your go-to partner, providing the expert guidance and resources to navigate and recover from crises effectively.

With expertise in developing crisis playbooks for Fortune 500 companies, advocacy organizations, and nonprofits, Narrative offers strategies to reduce damage, maintain stakeholder trust, and protect reputational integrity.

DON'T WAIT UNTIL IT'S TOO LATE. WE'RE HERE TO HELP.