

CRISIS COMMUNICATIONS CHECKLIST

Overview: *When a crisis hits, the right information makes all the difference. This checklist ensures you have everything needed to handle the situation and communicate effectively with key audiences. Use it to help your communications team or agency better understand the specifics of the situation, determine who should be involved (vs. kept informed), and assess the potential impact on stakeholders such as media, customers, and the public.*



Situation Assessment:

- What do you know about the situation?
- What exactly happened, and how did it start?
- Is the crisis ongoing? If so, how fast is it unfolding?
- What potential outcomes have been identified?



Source and Scope of the Crisis:

- Who/what is the source of information?
- Are there any first-hand accounts/eyewitnesses?
- Are there any sources confirming the event?
- What, if anything, is the media reporting?
- Is there a social media discussion? If so, what is the reach?



Impact Analysis:

- What is the immediate and potential long-term impact?
- What stakeholders are affected (or interested) in this crisis? (e.g., customers, employees, investors, suppliers, regulatory agencies, local communities etc.)
- What are the wider implications for the public/others?
- Should legal be involved? If so, when?
- How does this compare to past events in the industry?



Communication Strategy:

- Who needs to be notified? When?
- How might responses vary for each stakeholder audience?
- In what order should notifications occur?
- Who are the official spokespeople for each audience?
- What key messages need to be communicated to each?
- How often must the media be updated?



Resolution Indicators:

- What criteria will determine the crisis is de-escalating?
- How will you know when the situation has been resolved?
- How long will the media likely cover this event?