



Crisis Communications Checklist

The majority of crisis communications becomes a crisis because organizations or companies failed to prepare for anticipated problems or likely scenarios.

No. 1: Do you have a crisis communications plan or checklist designed for you?

No. 2: Have you designated spokespersons to speak to the media or target audience?

No. 3: Have you trained designated spokespersons to speak to the media or target audience?

No. 4: Do you have a message strategy & talking points to address potential weaknesses, threats or conflicts? This includes messaging for unhappy staffers, unhappy clients or unhappy allies or unhappy public.

No. 5: Have you tested your messages with surveys or focus groups?

No. 6: Do your spokespersons know how to signpost & pivot away from negative messages?

No. 7: Have you trained your staff on the workflow & chain of command for a crisis?

No. 8: Are you prepared for a legal crisis? Do you understand best practices for how to communicate internally & externally regarding a legal issue?

No. 9: Are you prepared to address unhappy comments or queries via email or social media platforms?

No. 10: Have you built reporter, editor & allied relationships to help inoculate you long before a crisis emerges?

No. 11: Do you have a trusted team to help you respond to a communications crisis?