Create Your Crisis Communication Plan

Poor communication can make a crisis worse. Be sure you have a communication plan in place before an incident occurs.

• Decide who will be responsible for drafting the message on behalf of your organization
• Create a clear outline of what is involved in the approval process
• Determine how the message will be communicated, both internally and to the public

Be sure your message is delivered quickly

• With the prevalence of social media, there is a risk of inaccurate information being spread
• The longer it takes for you to communicate about a situation, the less control you have over the message
• For employees who use social media as part of their job, be sure they understand their responsibilities to communicate in a timely and professional manner

Make sure everyone, from upper management to the regular workforce, is aware of your plan

• Let workers know what is expected of them in the event of an emergency
• Employees who are not responsible for communicating with the public should not be posting on social media after an incident
• Remind staff members that transparency, honesty and professionalism are essential to any communication

Remember, poor communication can complicate a crisis. Be sure you have a solid plan in place and that everyone is aware of their role, in the event of an emergency

Don’t face a crisis without a plan

Visit nsc.org/members for more safety tips