

**TLP:AMBER**

# Crisis Communication Plan

[Company Name]  
Acceptable Use Policy (AUP)

Revision X.X

Responsible: [Management name]

Document Owner: [owner]

[Template:

This is subject to modification so the plan is adjusted to the requirements to the company and comply with requirements

TLP: **TLP:AMBER**

LINK DK :<https://www.cfcs.dk/da/handelser/traffic-light-protocol/>

LINK EN: <https://www.first.org/tlp/>

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## Introduction

- Purpose: Define the objectives of the communication plan during a crisis.
- Scope: Specify the types of crises that the plan covers.

## Crisis Communication Team

- Team Structure: Identify the core crisis communication team members and their roles.
- Contact Information: Provide up-to-date contact details for all team members.
- Responsibilities: Define specific responsibilities for each team member.
- Make the team Single Point Of Contact (SPOC) so its clear for the whole company

## Stakeholder Identification and Analysis

- Internal Stakeholders: Employees, management, board members.

- External Stakeholders: Customers, media, suppliers, regulators, partners.

## Risk Assessment

- Potential Crises: List potential crises that could impact the organization.
- Impact Analysis: Analyze the potential impact of each crisis on stakeholders.

## Key Messages

- Core Message: Develop a core message that reflects the organization's stance and values.
- Targeted Messages: Tailor messages for different stakeholder groups and types of crises.

## Communication Channels

- Primary Channels: Identify the primary channels for communication (e.g., press releases, social media, website).
- Secondary Channels: Specify secondary channels (e.g., emails, internal memos).

## Media Management

- Media Contacts: List of key media contacts.
- Media Guidelines: Guidelines for interacting with the media during a crisis.
- Press Release Templates: Pre-prepared templates for various crisis scenarios.

## Social Media Management

- Social Media Strategy: Strategy for using social media during a crisis.
- Monitoring: Plan for monitoring social media channels for public sentiment and misinformation.

## Internal Communication

- Internal Notification System: System for quickly informing employees about a crisis.
- Updates Schedule: Schedule for regular internal updates.

## Training and Drills

- Training Program: Regular training for the crisis communication team and key staff.
- Simulation Drills: Scheduled drills to simulate crisis communication scenarios.

## Monitoring and Evaluation

- Monitoring Tools: Tools and processes for monitoring the effectiveness of communication.
- Key Performance Indicators: Metrics to evaluate the success of communication efforts.

## Review and Update

- Review Schedule: Regular schedule for reviewing and updating the crisis communication plan.
- Revision Procedures: Procedures for making revisions to the plan.

## Appendices

- Contact Lists: Comprehensive contact lists for all stakeholders.
- Checklists and Flowcharts: Quick-reference materials for crisis response steps.
- Template Statements and Q&As: Pre-prepared statements and Q&A for different types of crises.

## Activation and Deactivation Criteria

- Activation Criteria: Define clear criteria for when the communication plan should be activated.
- Deactivation Criteria: Outline when and how to scale back communication efforts as a crisis is resolved.