

PRE-CRISIS ACTIONS	DUE DATE	WHO IS INVOLVED	COMMENTS	COMPLETE
Conduct a General Risk Assessment: (1) What are your business's top threats and vulnerabilities ? (2) What business functions are critical to operations? (3) What resources are needed to protect critical functions? (e.g. people, processes, technology, communications associated with each function).				
Establish a crisis communications team so everyone knows who will be running the show if a crisis hits.				
Develop an emergency contact list that includes (1) Phone - Home/Mobile (2) Email (3) Evacuation Plan.				
Set up monitoring and alert systems to ensure the crisis communications team knows when and where problems are appearing. (Google Alerts, Mention, Brand24 etc.)				
Ensure that training for new employees fits in with your crisis communication plan.				
Prepare crisis press release templates that are easy to access and can be edited quickly.				
(Optional) Have a dedicated website/ phone number ready to go live during a crisis.				
Create social media crisis communication plans. How will you share your crisis messaging through all of your platforms?				
Make sure company information and key contacts are easy to access and universally available to the crisis communications team.				
Ensure company technology can withstand a crisis. Can the website handle an influx of traffic? Can computers be accessed remotely? Are files easy to access if servers are down?				
Develop plans for reconnecting technology if connectivity breaks, including (1) Email (2) Servers (3) VPN (4) Remote services.				
Share crisis plans and specific strategies with vendors and partners to ensure everyone is on board and understands the processes.				



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Assign primary and secondary spokespeople.				<input type="checkbox"/>
Ensure employees know who your spokespeople are.				<input type="checkbox"/>
Make sure the media have 24-hour access to spokespeople.				<input type="checkbox"/>
Provide spokespeople with necessary training.				<input type="checkbox"/>
Develop a media interactions policy for both on-site and off-site employees.				<input type="checkbox"/>
Maintain ongoing media relations with your contacts and continually build new connections.				<input type="checkbox"/>
Develop lists of key audiences with specific strategies for each.				<input type="checkbox"/>
Develop key messaging and talking points and ensure consistent messaging throughout.				<input type="checkbox"/>
Have a media kit with all company and spokespersons' details on standby.				<input type="checkbox"/>
List all media outlets (e.g. radio, TV, news, blogs) that will discuss your company crisis.				<input type="checkbox"/>

