



CRISIS COMMS CHECKLIST

CISION

A crisis can happen fast, and you need to be ready when it does. This 10-step checklist is designed to guide you through a crisis as it happens. Use it alongside your organization's [crisis comms plan](#) to make sure your team doesn't miss a beat.

RECOGNIZE THE FORMING CRISIS AND GET READY FOR ACTION

Grab that Crisis Comms Playbook

Gather any and all available information, both internally and externally

UTILIZE YOUR MEDIA MONITORING

Ensure your searches are ready to go and add in any keywords that pertain to the crisis

Compare the share of voice of the crisis with your benchmarked coverage

Check social media monitoring for reach and engagement around the crisis

ALERT THE TEAM AND PROVIDE INFORMATION

Make sure the chain of command and communication is clear

Decide if your team needs to pause any scheduled social media posts, client emails, content, etc.

DEVELOP YOUR MESSAGING

Know the relevant internal, leadership, customer, and media talking points

Establish a spokesperson and a source of truth where you can direct internal and external traffic to, such as Cision Rooms' Crisis Communications Page

PREPARE YOUR DELIVERABLES (AS NECESSARY)

Prepare a press release

Prepare social media posts

Prepare for a press conference

REVIEW WITH YOUR LEGAL TEAM/ STAKEHOLDERS

Report relevant information to executives and decision makers

Consult with legal team/executives before sending out any external communications

DELIVER THE DELIVERABLES

Send out press releases and social media posts (if applicable)

Ensure your spokesperson has a clear voice throughout your deliverables

Direct your audience to the single source of truth- whether it be a Crisis Page, blogpost, etc...

MONITOR FOR ADDITIONAL COVERAGE AND RESPONSES

Look closely at the social conversation

Check for spikes in media coverage

Respond when and where appropriate

REASSESS THE SITUATION

If the crisis is contained, breathe a sigh of relief

If not, consider reaching out to some journalists and/or influencers- who are advocates of your brand- to help mitigate the crisis

PERFORM A POST-CRISIS REVIEW

Analyze where you handled the crisis effectively and where there was room for improvement

Update your crisis comms plan for future events