Template: Crisis road map

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| **#** | **What** | **Who** |
| 1 | Quick assessment of the situation:   * Is it necessary to call the authorities (e.g. ambulance, police, consulates)? * Is it necessary to inform all staff asap? |  |
| 2 | Assemble and notify a crisis team   * A lead * Add.: management, operations, IT, communication etc. (depending on the crisis) * Choose and include a (primary and secondary) spokesperson if necessary |  |
| 3 | Assemble and notify a crisis communication team |  |
| 4 | Information tracking:   * Keep records of everything (e.g. conversations, decisions, details and media questions) * Set up additional monitoring (e.g. Google Alerts) |  |
| 5 | Thorough assessment of the situation:   * What are the facts? * What is the current situation? * Who is involved? * What is likely to happen in the future? |  |
| 6 | List relevant parties (who need to be involved or informed), e.g. institutional and individual donors, networks, partners, media, general public, governments, legislators, staff.  Order them (who needs to be informed first), e.g. staff before external parties, direct victims before general public. |  |
| 7 | Make a comms plan, including:   * Key resources (e.g. white papers, factsheets etc.) * Actions needed (e.g. develop Q&A, develop script for spokesperson, develop key message, contact the press, phone availability at the office) * Comms channel(s) (e.g. social media, newsletter, website) * Who takes what task and by when. |  |
| 8 | Execute the comms plan.  Considerations:   * Develop key messages. Also be clear on what will not be shared and stays confidential * Prepare spokesperson(s) with key messages and Q&A (including questions you hope will not be asked) * Give other staff a script for if they receive inquiries (refer to spokesperson) * Make and place notifications on website, social media, voicemail etc. * Make and distribute official press release. |  |
| 13 | Monitor responses and development of crisis as the situation progresses:   * Change/adjust strategies if necessary * Keep key audiences updated on current developments/situation. |  |
| 14 | Evaluate crisis (communications) management.  Considerations:   * Tie up loose ends (update website, socials, voicemails etc.) * Recognize heroes * Review crisis communication * Assess media coverage * Discuss how to avoid this (type of) crisis in the future * File and update crisis communication plan |  |