

Crisis Communications Plan Template

Official Company Spokespeople:



	List	Name, Phone, and Email contact information
Head of PR:		
ą	Channels of Communication: These channels should have contextual messaging but be unified in their message	Script: (DO NOT SAY "NO COMMENT"!) "We are aware there may be
	Email/Phone/Text Clients Website Update Update Outgoing Voice Mail FB: Twitter: LinkedIn: Instagram: TikTok: Pinterest:	a problem and we are investigating the situation with the appropriate parties. We intend on making more details available within the next 24 hours."
	CBS: NBC: ABC: Local Newspaper: Other:	But remember: if you are not the appointed spokesperson for the company and have not been asked to speak on behalf of the company, you are not to do so.

Disclaimer: This crisis communications template is intended for informational purposes only. It is not a substitute for professional advice. You should work with your own crisis communication, public relations, media, security, legal, and other experts on any crisis communication plan, regardless of whether you choose to use this template or not. If you do not agree to these terms, you should not use this template.