

FIVE PRINCIPLES FOR BUILDING A CRISIS COMMUNICATIONS & RISK MANAGEMENT PLAN

Principle #1

Know Your Core Audience

Map your stakeholders by priority and influence. Identify what each group needs from you during uncertain times and develop targeted communication approaches for each.



Principle #2

Define Your Non-Negotiables (Even If Only Internal)

Document your organization's core values and how they translate to specific positions or decisions. This internal clarity is valuable even if you never share it publicly.

Principle #3

Build Your Communications Infrastructure

Create templates, approval processes, and distribution channels for different types of communications before you need them. Develop systems for spokesperson preparation if and when public response becomes necessary.

Principle #4

Develop Decision Protocols

Create protocols that map out roles, responsibilities, and approval processes for different scenarios. Who assesses situations? Who crafts messages? Who approves them? Who delivers them, and to whom?

Principle #5

Practice Active Monitoring

Implement monitoring systems (through Google alerts, social media, and/or other mechanisms) for issues relevant to your mission, with clear internal escalation processes when concerns arise.