



CRISIS COMMS CHECKLIST

CISION

We recommend using this 10-step checklist to guide you through the ongoing COVID-19 crisis as it unfolds. Use it alongside Cision's [Ultimate Crisis Comms Plan](#) to supplement your efforts in setting up a business continuity plan.

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 traffic to (e.g., a blog post)

PREPARE YOUR DELIVERABLES (AS NECESSARY)

- Prepare a press release
- Prepare social media posts
- Prepare for a press conference
- Prepare external business continuity communication

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
- Send out external business continuity communication

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-CAMPAIGN INVESTIGATION

- Analyze where you handled the crisis effectively and where there was room for improvement
- Update your crisis comms plan for future events