

# Crisis Communication Plan

October 2024



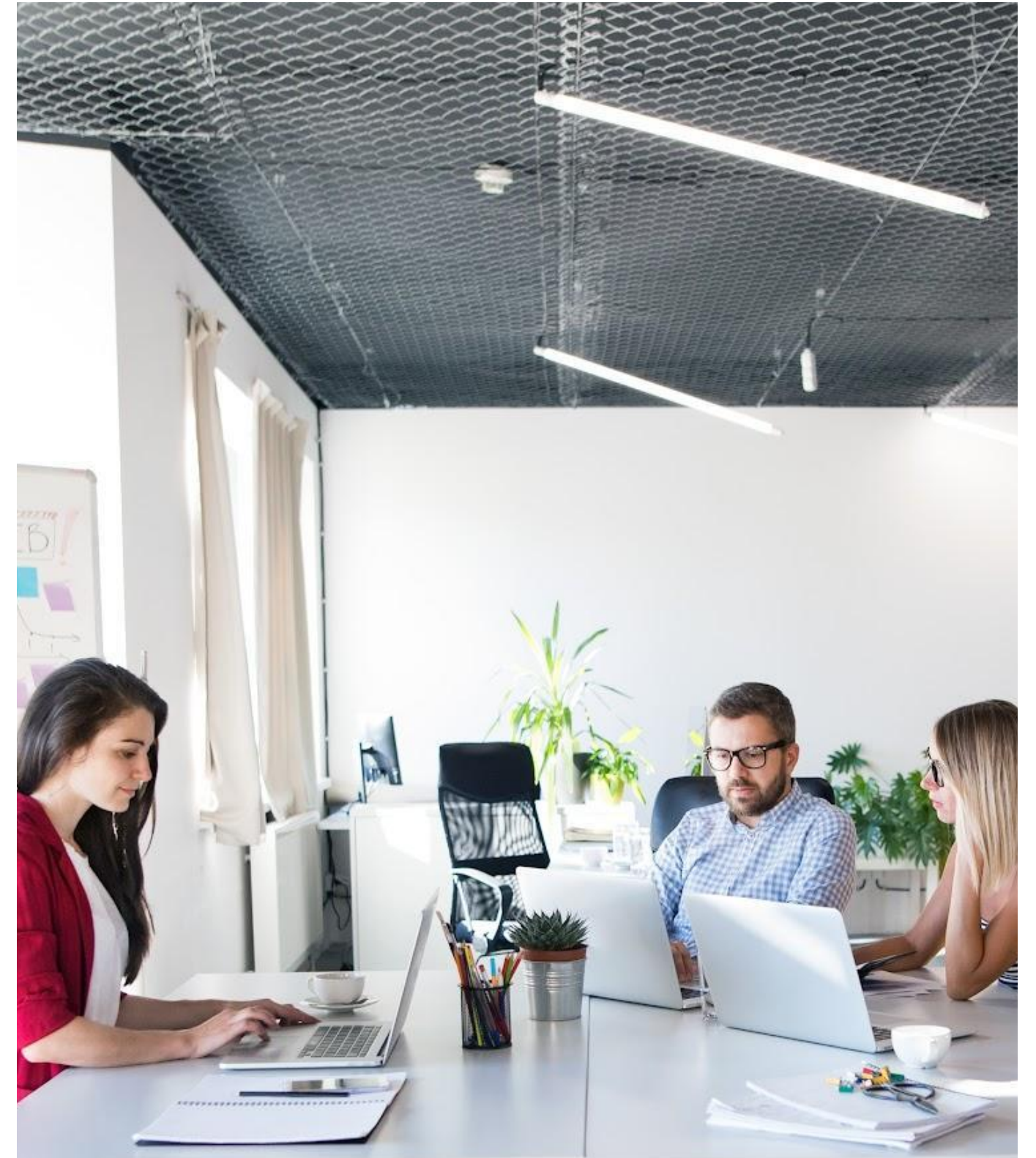
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# Objective

Due to the nature of our business and our remote working environment, it is imperative that we have a well-documented crisis communication plan as part of our preparedness program. This plan will provide guidelines for employees during disruption and provide instructions for those managing the crisis.

We need to identify who to contact and how to contact them in the case of an emergency; how we will interact with media, analysts, clients, and associations; develop consistent messaging and templates; build contact and information centers; and finalize the plan.





# Audiences

- Management
- Employees
- Clients
- Associations
- Partners
- Government official and/or regulators





# Types of Crises

- **Public Safety** - natural disaster(s), pandemics, protests/riots, political turmoil, etc.
- **Privacy & Security** - security breaches, compromised information, management hacks, employee misuse or intentional attacks
- **Corporate** - major mistake by the company, management issue, lawsuit, buyout, layoffs, bankruptcy, etc.
- **Misconduct &/or Illegal Activity** - wrongdoing of company personnel, fraud, malpractice, inappropriate behavior, embezzlement, etc.
- **Emergency** - unfolding issue like active shooter, lockdown, hack defense, etc.





# Stages of a Crisis

1. **Pre-Crisis** - prepare before the crisis even occurs. Exercises, tests, simulations, etc. Define crisis team and their roles and responsibilities
2. **Crisis Response** - establishing communication channels and pre-drafted responses
  - Addressing safety concerns
  - Delivery as accurate as possible information
  - Consistent messaging and voice
  - Expressing sympathy
3. **Post-Crisis** - review and revise the plan, examine which communication channels were effective and which were ineffective, measure the reach and effectiveness of pre-drafted responses -> refine the plan





# Team Responsibilities

## News Media

Determine a liaison and a spokesperson for the media to field inquiries, contact media to share information or corrections, and prepare news releases as necessary

Liaison - Chris Priest

Spokespersons - [REDACTED] (first); [REDACTED] (second)

[REDACTED]

## Digital Media (website, social media)

Email to staff is often the quickest way to convey a crisis; however, at times, email is inaccessible. We may need to develop a phone tree or other method.

Social is the fastest way to spread information and can stand-in for email; however, it can run into the same problems depending on the crisis.

The website can also be a useful to share information if needed.

Communications Team - Marketing

## Internal

Getting information out to staff during a crisis is essential, as well as reminders not to speak to the press, post about the issue, etc. Provide information and updates to internal staff, call and field calls during a crisis, determine best method for contact and share information.

Internal Notifications - [REDACTED]

[REDACTED]

# Potential Crises Scenarios

- Security/Data Breach
- Technology Failure - internal technology/tools
- Client Security Breach
- Lawsuit/Legal Action
- Employee Leak/Breach
- Employee Misconduct
- Product Failure/Issues
- Competitor Action - destabilization, reputational harm, extortion, libel/slander, hacks
- Natural Disasters - affecting staff/customers/ATAEs
- Financial Crisis - loss of value in assets
- Economic Downturn/Crisis - industry or entire economy (recession, depression)
- Organizational Decision - i.e. negatively impacting customers/ATAEs
- Fraud - internal





# Potential Crises Scenarios - our response plan to each

- Security/Data Breach
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# Questions and Answers

- Prepare answers to questions for scenarios for management, staff, partners, media,







# Holding Statements

Develop “holding statements” in advance for scenarios

A holding statement is a pre-prepared, fill-in-the-blank template that allows you to issue a statement in as little time as possible.

It gives the team time to better understand the situation, collect the facts, and ultimately issue something more detailed.

It also helps with rumors and misinformation.

*We have recently been informed that a [what happened] at [location] involving [who] occurred today at [time]. The incident is under investigation and more information is forthcoming.*



# Training

- Ensure spokespeople have media training
- Staff are trained in the event of a crisis
- Management knows what to do





# Monitoring Systems

To gather intelligence to prevent crisis and to respond quickly and accurately





# Communications Method

- Assess the type of impact and pros and cons of various methods and channels

