

CRISIS COMMUNICATIONS RESOURCE LIBRARY

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Having a Crisis Communications Plan helps your organization to be ready for quick and timely action in the event of a crisis. Together, all these materials become your organization's Crisis Communications Plan.

A good practice is to print completed copies and put them in the order outlined below, so there is also a printed copy on hand to consult in the event of a crisis.

PREPARING FOR CRISIS

ASSESS YOUR ORGANIZATION'S CRISIS READINESS

- Organizational Crisis Readiness Audit Worksheet
- SWOT Analysis Worksheet
- Case Study: Pivoting From Fear to Community Pride in Squamish
- Case Study: Supporting Wildfire Response Along Highway 4

UNDERSTAND THE FOUNDATIONS OF A CRISIS

- Crisis Planning Scenario Worksheet
- Know Your Role Worksheet

BUILD YOUR CRISIS TEAM

- Crisis Communications Team Identification Worksheet
- Key Roles RACI Worksheet
- Crisis Communications Discussions with Leadership

KNOW YOUR AUDIENCES

- Know Your Interest Holders Worksheet
- Media Readiness Worksheet

PREPARE YOUR COMMUNICATION CHANNELS

- Emergency Webpage Template
- Social Media Templates
- Interest Holder Information Templates

TEST YOUR KNOWLEDGE

- Quiz: Preparing for a Crisis Section

RESPONDING TO A CRISIS

SHARE THE FACTS

- Holding Statements Templates
- Media Management Tip Sheet
- News Release Template
- Media Statement Template

REVIEWING POST-CRISIS

ASSESS YOUR CRISIS RESPONSE

- Organizational Crisis Response Evaluation Toolkit
- Six Post-Crisis Communications Tips

TEST YOUR KNOWLEDGE

- Quiz: During & After a Crisis Sections