



Crisis Communications Team Identification Worksheet

INTRODUCTION

Identifying your crisis communications team in advance will ensure all roles are filled and everyone is aware of their responsibilities. Knowing who plays which role, and who is available on back-up, will support streamlined coordination and approvals during a crisis.

Here are the key roles that your organization will need to fill:

- **DECISION MAKERS:** Final approval on messaging, actions and crisis response
- **SPOKESPERSONS:** Represent the organization to media and interest holders
- **SUBJECT MATTER EXPERTS (SME):** Provide accurate information on specific areas
- **COMMUNICATIONS LEAD:** Coordinates crisis communications, develops messaging, activates internal and external communication channels
- **OPERATIONS LIAISON:** Links crisis team with facilities or resources
- **SOCIAL MEDIA MONITOR:** Tracks online conversations, misinformation and updates

Regardless of the size of your communication team, each key role requires a dedicated resource or resources. Use this worksheet to build your internal response team, define and assign key roles and identify gaps in expertise. The final action plan should be brought back to leadership as part of the conversation about crisis response and preparedness.



EXERCISES

Build Your Crisis Communications Team

Team & Role Identification Matrix

Considering the key roles above, use the table below to identify the team members that will make up your crisis communications team and update as staff turnover occurs.

TEAM MEMBER	KEY ROLE	RESPONSIBILITIES	CONTACT INFO (Email, Phone)



Resource Assessment

Think about the communication channels and tools/templates you have available to get your messaging out during a crisis response. Using the table below, indicate which of the tools you have in place, or which can be created. This is not an exhaustive list of tools, so think about others you might have, or would like to have. In the final column, share a direct link to the document or resource for easy access.

RESOURCE	WE HAVE THIS	IN PROGRESS	WE NEED THIS	LINK TO FILE
Website/Emergency Webpage	☐	☐	☐	
Media monitoring tool (Cision, Meltwater, Google Alerts)	☐	☐	☐	
Interest holder databases	☐	☐	☐	
Internal staff contact list	☐	☐	☐	
Media contact list	☐	☐	☐	
Social media channels: - Instagram - Facebook	☐	☐	☐	
Crisis Communications Plan	☐	☐	☐	
Trained spokesperson/people	☐	☐	☐	
Templates for media statements	☐	☐	☐	
Templates for social media posts	☐	☐	☐	
Templates for key messaging	☐	☐	☐	
Social media monitoring tool	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	
	☐	☐	☐	



External Resources and Partners

Looking beyond your organization to your external resources and partners, who else could support your communication efforts?

Consider the relationship you have with nearby CDMO's, Visitor Centres, RDMO's, Municipalities, or other partners you have a trusted relationship with (Economic Development Offices, Chambers, etc.)

EXTERNAL PARTNER/ ORGANIZATION	CONTACT NAME	ROLE	CONTACT INFORMATION (email, phone)



Strengths and Gaps Analysis

Refer back to your Organizational Crisis Readiness Audit and SWOT Analysis Worksheet to complete this section. With the resources available to you right now (key team members, communication channels/tools, and partners), identify where you are most prepared for a strong response in a crisis, and where you need to fill in the gaps and increase preparedness.

Q: What are your team's greatest communication strengths in a crisis?

Q: What communication gaps and weaknesses exist?



Action Plan to Strengthen Your Crisis Communications Team

The final step to building a crisis communications team is to fill any gaps or weaknesses you've identified to make your team stronger.

Use the table below to identify the importance of filling the gaps and weaknesses and what resources you need to make it happen. Prioritize each of the items as high, medium or low importance to your organization. Your completed table can be shared with your leadership team to support your resource requests.

GAP IDENTIFIED	WHY FILL THIS GAP? WHAT IS THE RISK?	RESOURCE REQUEST(S)	PRIORITY (High, Medium, Low)	NOTES
SAMPLE				
Only one trained staff on crisis communications response	Having trained staff will ensure our organization is prepared with a strong response to any crisis, and support business continuity and recovery. Training more than one staff person will ensure knowledge is available regardless of employee turnover, time-off, etc.	Cross-training another team/staff person	High	Recommend that the ABC Position is cross trained with the Communications Lead



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