



5-Step Crisis Outline

Step 1: Determine your key decision-makers (lead and sub-lead)

E.g. Do you have a crisis management team? What department takes the lead? Do you have a strong, media-trained spokesperson and backup?

Step 2: What is your crisis messaging?

E.g. Key message points document, infographics, key bios, pre-produced press releases, social media, videos? What's the approval process?



Step 3: Determine where to manage media

E.g. Large area with access to facilities, Wi-Fi? Virtually? What's in the background?

Step 4: Determine how to disseminate information & notify media

E.g. Current media list, current media relationships, using a specific hashtag, determine primary social channel, press conference schedule



Step 5: Determine how to update facts about the crisis: Be quick!

*E.g. Primary social media channel, press release, phone, email, media monitoring tool (Google alerts, Twitter lists, Hootsuite, Meltwater, Cision, Sprout, etc.)
Stuck in a rut! Call in [crisis professionals!](#)*

Empty rectangular box for notes or details.