

crisis communications plan generator



FREE TOOL FROM
GOUGH BAILEY WRIGHT
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CREATIVE MARKETING, PR & DIGITAL

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introduction

**Thank you for downloading our free tool:
Crisis Communications Policy Generator.
We hope you find it helpful.**

Gough Bailey Wright (GBW) is a full-service independently-owned, Midlands-based marketing agency serving local, regional and national clients across a variety of sectors and industries.

We also help clients with crisis planning and support, a specialist PR service which helps protect brands and businesses, and maintain reputations.

Our dedicated team provides media training, develops crisis communications policies and manages all aspects of communications when a crisis hits, including stakeholder engagement, statements, press office services and media monitoring.

We can help with your crisis communications planning and reputation management, providing unrivalled 24/7 support when you need us most.

This free tool is aimed at helping SMEs and charities consider their approach to communications in the event of a crisis. It is only the beginning of true crisis communications management, but it could be vital should a crisis affect you.



1. scenarios

What could happen within or to your business that could threaten its reputation?

Use the space below to list all the scenarios that could severely affect or threaten your business' reputation and/or ability to continue operating if they became public. Be hard on yourself – we know you'll feel like they could never happen but they said that about the Titanic too, and remember, it's always better to be prepared, even for the harshest and most unlikely situations. You don't need to be too specific here; examples may include unprofessional behaviour, data and security leaks, fraud, injury... have a think and set them out below:

1.

2.

3.

4.

5.

“GBW can help you plan for a variety of crisis scenarios:
call us today on **01527 579555.**”

2. statements

What's the first thing you say publicly when a crisis hits?

For each scenario in Section 1, you can prepare and pre-agree template media/social media statements to save time when a crisis hits. Then, having considered the general approach to each one without the pressure of the real-life situation, the team can focus on all the other requirements at the time of an actual crisis. You'll need to complete the appropriate template statement when a crisis hits and you know more about the context of the issue, but as a helpful tip, the general rule to managing communications in a crisis is guided by the three Rs: Recognise, Regret, Resolve.

Unprofessional Behaviour Example: (name), (role), (company), said: "At (company) we do not condone any kind of unprofessional behaviour. We are currently investigating the issue and will provide an update when more information has been confirmed. It is important that we know the full facts before commenting further."

1.

2.

3.

4.

5.

"GBW's PR team writes statements each and every day, some planned and positive, others reactive and during a crisis - call us for more on **01527 579555**."

3. stakeholders

Who else should you be talking to?

The media certainly aren't the only people you need to communicate with during a crisis. There will be a range of stakeholders you'll need to inform and update as things progress, regardless of the crisis at hand. From staff and suppliers, clients and customers, to Trustees and the Board, getting the right information to the right people, at the right time, is vital to protecting your reputation.

Use the table below to set out all the people you agree should be made aware and kept informed as you work your way through a crisis. You may find that certain groups or individuals take precedent depending on the type of crisis you are managing, so use column three to add the relevant scenarios from Section 1.

Name (or Group) & Role	Contact details	Notes & Scenarios

“The order in which you inform and update stakeholders, and to what extent, can be complex and will always be subject to the actual crisis at hand so to arrange a stakeholder workshop with GBW, drop us a line on hello@gough.co.uk”

4. roles and responsibilities

Who does what in crisis mode?

So, something bad has happened, it's in the media or soon could be, and it has the potential to severely affect your business if not handled correctly. You've planned for certain scenarios and you have your template media statements ready, as well as your stakeholders, but who in the team is going to do what when Crisis Mode is activated or thrust upon you?

Use the table below to agree who does what in a crisis, so the roles and responsibilities are clear. We've added a few in to help you and it may be that people have multiple roles. Just make sure you keep it up to date if members of the team move on to pastures new.

Role & Responsibility	Name & Contact details	Notes
Spokesperson (media statements)		
Spokesperson (media interviews)		
Staff communications		
Press office		
Social media		
Marketing (do you need to 'pull' any planned communications?)		

“As well as the full-suite of Crisis Communications services such as planning support, statement writing and press office, GBW can provide media training for business owners or nominated spokespeople, including radio & television. Try Richard Harris on 01527 579555.”

5. checklist

Who does what in crisis mode?

All of your above planning should make things run a lot more smoothly when a crisis hits. Keep your Communications Plan handy for all involved, both printed and digitally, and review it regularly. Hopefully by completing the previous sections you'll have a better idea of everything that needs to be done... and then monitored... and potentially followed up on multiple times. The next sections are to help you during (and after) a crisis.

Firstly, whilst you have it, take the time to develop a checklist of everything you need to consider or do from a communications point of view, if you're in crisis mode.

Action/Activity	✓
Check all planned marketing activity and pull if necessary.	

“Remember: Crises do not discriminate. Just like businesses, they come in all shapes and sizes. Bad weather may mean nothing to you, but could mean everything to an outdoor leisure operator!”

7. evaluation

When the crisis is over, an evaluation of how the communications were managed can be extremely effective at helping you plan ahead for anything that may happen in the future.

Use the box below to write up a report on the crisis communications. What worked well, what didn't, did everybody know their roles, were all the right stakeholders informed at the right times? Did your statements uphold the company values and the three R's accordingly?

“And that’s it. We hope you find this free tool helpful. It’s by no means a complete guide to Crisis Communications management and should be seen only as an insight in terms of you planning and developing a fuller company policy on these matters. GBW will not be held responsible for anything contained within this document that impacts the way a crisis is managed. We will of course be far more responsible for supporting your reputation management prior to or during a crisis if our professional services are engaged. Talk to us today for more.”

Passion. Integrity. Creativity.

At GBW, all our marketing services are driven by our core values. They guide us, inspire us, and they're the reason we're so highly respected.

Our reputation, client relationships and continued success sets us apart from the competition, and as a result, we boast a range of leading local, regional and national brands from a variety of sectors.

For us, it's all about people. From our dedicated team to our trusted suppliers, and of course our highly prized clients, who benefit daily from strategic support, great marketing and lasting, measurable results.

Our story.

Originally established in 1936, we're the longest-running independently-owned marketing agency in the West Midlands.

Owners Sue Bailey and Michelle Wright joined forces in 2003 with one mission: to make GBW the most respected marketing agency in the region.

Since their management buyout in 2005, the business has gone from strength to strength, more than doubling in size and evolving to provide the full suite of marketing services.

In a nutshell.

We take the objective, refine the message, target the audience and make some noise.

And we get heard! Whether it's a TV advert, PR stunt or a digital campaign, we always deliver.

Our team are individual specialists in advertising, digital marketing, public relations and property communications. We combine to deliver fully integrated campaigns across multiple channels, making budgets work harder and benefits last longer.