

Crisis Communications Plan: Response Statements

- Designed to establish organization's fact-based position to stakeholders & public in wake of an incident
- First opportunity to shape the message
- Be prepared to:
 - Keep statement brief and simple
 - Confirm incident, hold on details
 - Share priorities & action steps, including who is involved in the response
 - Reassure stakeholders

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- Initial statement (who, what, where, when ... NOT why)

“We understand an incident has occurred at ...”

“Authorities are responding ...”

“We have no confirmation of injuries ...”

- Priorities and Action Steps

“The campus is in lockdown and students, faculty following established safety procedures ...”

- Reassure

“We are working with law enforcement to ...”

“We will provide more information as it becomes available ...”

Crisis Communications Plan: Response Statements

- Develop concise statement to be used for a variety of audiences, mediums (tweets, website, talking points, message)
- Develop list of FAQ's based on what can be anticipated from media, stakeholders
- Sincere statements convey understanding, sympathy; offers condolences and an apology

People remember long after the incident whether your organization's heart was in the right place.