



# Content Strategy & Crisis Communication Checklist

## Steps to Keep Your Company Moving Forward While in a Crisis

A crisis is unpredictable and disrupts our day to day processes. Not only does a crisis affect your clients' lives, but it can also impact your business and its success. While you can't always fully prepare your business for a crisis, you can help yourself by putting a plan of action together to help shape your action steps for when a crisis does hit. Communication is key to making it through the crisis successfully. That communication plan you put together is an excellent start, but there may be aspects of your plan that needs to be adjusted. Not sure where to start?

Use the steps below to keep you and your communication strategy on track.

### 1. Understanding Your Starting Point

#### ✓ Determine Your Crisis Communication Plan

If you have one, refer to your existing crisis communication plan. But, do not fret if you don't have one already in place, and know that even the most thorough plan may not account for the current situation.

#### ✓ Adjust The Plan to Meet Your Needs

Slow down and determine what additional actions need to be taken, these actions should uphold your company's core values.

### 2. Understanding Your Audiences

#### ✓ Know Who Is Listening To You

Identify who makes up your target audience(s). Who will need to hear from you regarding how or if their relationship with your brand will change in light of the crisis you're experiencing?

#### ✓ How Can You Help?

How can your brand help your audience get through the crisis? This will require you to consider and understand what your customers turn to you for. How do you fit into their lives?

### 3. Creating A Clear Response

#### ✓ Form Your Message

Establish if messaging at this time is relevant or useful. Do not feel you need to rush to publish content just because other brands are. Your messaging could just get lost in all of the noise.

#### ✓ How Will You Communicate Your Message?

If messaging is relevant and/or necessary, determine which communication mediums are appropriate (email, post on your website, alert banner on your homepage, etc.) and at what frequency you will post this content.

#### ✓ This Is Not An Opportunity to Sell

Remember that in the wake of a crisis, this is not the time to focus on driving sales. This message won't resonate well with your audience. It may appear that you are being opportunistic at a time where people's lives are being uprooted.

#### ✓ Stick To Your Brand

Review your branding guidelines, especially your brand voice. In the state of a crisis, many brands tend to fall back on trending phrases or wording. Stick to your brand and continue to communicate in the manner you normally do.

### 4. Be Honest & Willing To Adapt

#### ✓ Tell the Truth

Tell the truth. Be honest on how this crisis affects your company's operations, your employees, what steps you're taking to keep moving forward or be honest that things are still unknown.

#### ✓ Change Is Okay

The most important thing to remember when you find yourself in a crisis situation, is to be willing to change. Your crisis plan will continue to evolve as you move through the crisis.

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In times of crisis, few people will be able to handle it the exact same way, but find comfort in knowing you're not alone. Gather your thoughts, focus on the message that needs to get out there, and use this checklist to keep you and your communication strategy on track.