

Crisis Communication Plan Template

Name of school: _____

Person responsible for keeping this plan up to date: _____

Last updated on: _____

Next update due on: _____

Crisis Management Communication Team:

Overall responsible: _____

Spokesperson 1: _____

Spokesperson 2: _____

Spokesperson 3: _____

Spokesperson 4: _____

Spokesperson 5: _____

Crisis Communication Plan Template

Crisis Management Communication Timeline:

Task #	Description	Responsible	Target start	Target complete	Objective
1	Holding message issued	Communication Lead	Day 0	Day 0	Inform relevant audiences of crisis
2	Crisis specific key messages	Communication Lead	Day 0	Day 0	Provide consistent message about crisis for school
3	Key audiences briefed – senior team / governors / teachers / parents	Head Teacher / Senior Team	Day 0	Day 0	To ensure those immediately impacted are aware
3	Spokespeople briefed	Head Teacher / Communication Lead	Day 0	Day 1	Prepare for media and other external enquiries
4	Set up specific web page / telephone number / social media handle	Communication Lead	Day 0	Day 1	Provide dedicated way to manage queries from outside
5	Contact media	Spokespeople	Day 0	Day 1	Engage media early to influence message
6	Contact suppliers and other relevant parties	Communication Lead	Day 0	Day 1	Inform anyone who would be impacted indirectly
7	Provide updates during the crisis to each audience	Head Teacher / Communication Lead	Day 1		Keep everyone informed appropriately
8	Provide closure message to each audience	Head Teacher / Communication Lead			Inform everyone that crisis has closed
9	Update the specific web page / telephone number / social media handle with the final outcome and date it will close	Communication Lead		End day	Formally close down the emergency channels and return to business as usual
10	Provide learnings and review communication to relevant audiences	Head Teacher		After end day	Confirm the crisis has ended and lessons have been learned to avoid repeat

PLEASE NOTE:

This timeline is a guide only. It assumes a crisis that is immediate and visible hence needing to inform audiences on day 0. In the case of a less visible crisis such as a poor OFSTED report, the timeline can be extended although the steps would be the same in order to preserve the reputation of your school.