

Crisis Communication Plan:

Sample Communications Plan: Roles and Activation

Key Roles and Responsibilities	
Primary Communication Lead:	Barbara Bellino
Emergency Contact Number:	(250) 555 – 5555
Email Address:	XXXXXXXX@XXXXXXXX.ca
Back-up Communication Lead:	Kenneth Kemmerer
Emergency Contact Number:	(250) 555 – 5555
Email Address:	XXXXXXXX@XXXXXXXX.ca

When to Activate Plan (Any of the Following Conditions)	
Length of time of outage/interruption	Greater than 48 hours
% Drop in sales	25%
Number of employees impacted	25%
% Key business functions interrupted	10%
% Key business assets down	10%
Evacuation Alert	YES
Evacuation Order	YES
Inability to access Wells Grey Park	YES

Sample Communications Plan: Employees

Audience	Employees
Communication Channels	Phone calls Email
Pre-Hazard Message:	[COMPANY NAME] is aware of [impending hazard] that is scheduled to impact [community/offices] on [this date]. We will continue to monitor the situation and send updates as needed. Please check with [authority body] for additional information.
After an Event Message Operations Not Affected:	This message is being left on behalf of [NAME, TITLE]. Today is [date/time]. [COMPANY NAME] was not affected by the [hazard] and has resumed operations as usual.
After an Event Message Operations Affected:	This message is being left on behalf of [NAME, TITLE]. Today is [date/time]. [COMPANY NAME] was affected by the [hazard]. We are temporarily not operating. We will send additional details and/or updates as they become available. Thank you.

Sample Communications Plan: Customers

Audience	Customers
<p>Communication Channels</p>	<p>Facebook Website Twitter</p>
<p>Pre-Hazard Message:</p>	<p>[COMPANY NAME] is aware of [impending hazard] that is scheduled to impact [community/offices] on [this date]. We will continue to monitor the situation and send updates as needed. Please check with [authority body] for additional information about [impending hazard].</p>
<p>After an Event Message— Operations Not Affected:</p>	<p>This message is being left on behalf of [NAME, TITLE]. Today is [date/time]. [COMPANY NAME] was not affected by the [hazard] and are open for business as usual.</p>
<p>After an Event Message — Operations Affected:</p>	<p>Hello, this is [name and title]. This message alert is for [date here]. Due to the [hazard], [COMPANY NAME] will be temporarily offline so that we can ensure our employees and workplace are safe. We appreciate your patience as we work through this event. Please call back for updates.</p>