Crisis Communication Kit

Empowering Communities During a Crisis

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Introduction

Community Leaders

Empowering community leaders to communicate effectively.

Small Business Owners
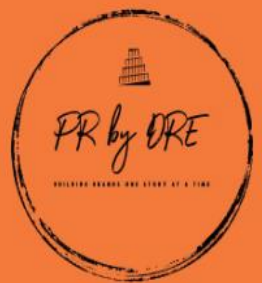
Supporting small businesses in crisis communication.

Low-Tech Strategies

Focusing on practical, low-tech communication methods.

Keeping People Informed

Keeping the community informed and supported.

Core Principles of Crisis Communication

1 Clarity

Keep messages simple and to the point.

2 Consistency

Ensure all messages align across platforms.
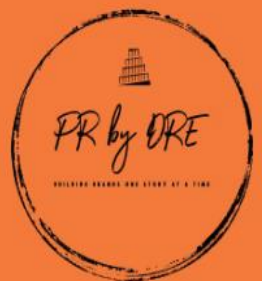
3 Compassion

Acknowledge challenges and show empathy.

4 Credibility

Share verified information from trusted sources.

5 Call to Action

Always include clear next steps or resources.

PR by DRE

Communication Channels During Power Outages

Word-of-Mouth Networks

Establish local communication leaders to spread information.

Bulletin Boards and Printed Notices

Use high-traffic areas for updates.

Radio Broadcasts

Partner with local stations for regular updates.

Phone Trees

Create cascading call systems to reach people quickly.

Key Messaging Templates

General Update

'\[Location/Organization Name\] Update: As of \[Date/Time\], \[specific information about the crisis\]. Please take the following actions: \[list actions\].'

Evacuation Notice

'EMERGENCY EVACUATION: Residents in \[specific area\] must evacuate immediately.'

Resource Availability

'Resources Available: \[specific resource\] at \[location\].'

Streamlining Media Relations During a Crisis

Centralize Communication

Establish a single point of contact; use a centralized platform for updates.

Prioritize Timeliness & Accuracy

Share verified information quickly; avoid speculation.

Prepare Clear Messaging

Create key talking points for different audiences; anticipate FAQs.

Leverage Social Media

Use official channels; monitor for misinformation.

Build Relationships

Maintain open communication with media outlets; offer regular briefings.

Monitor & Adapt

Track media coverage; refine messaging as needed.

Made with Gamma

Pre-Prepared Materials

Click on links to access

1	2	3

Evacuation Notice Flyer Template   Community Resource List Template   Phone Tree Worksheet
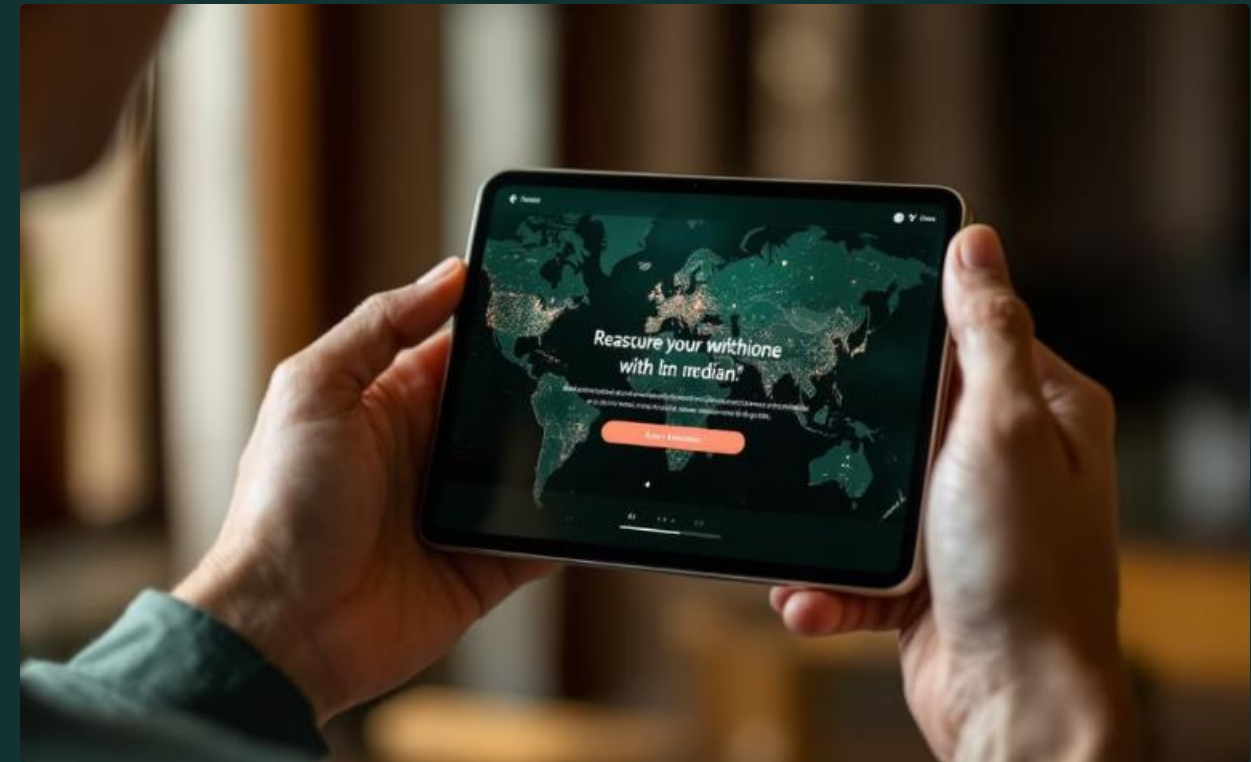
PR by DRE

Social Media Strategy for Crisis Communication

Pre-Crisis Preparation

- Identify trusted sources
- Prepare emergency post templates
- Ensure multi-user account access

During the Crisis

- Post regular updates with verified information
- Use visuals (maps, photos)
- Respond to inquiries timely and empathetically
- Leverage hashtags

Platform-Specific Tips

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Ideal for real-time updates and engaging with local authorities.

Facebook

Use for detailed posts, community discussions, and pinned updates.

Instagram

Share visual updates and stories for quick, engaging communication.

TikTok

Effective live reels on business needs, shelter info, updates.

Post-Crisis Engagement

1. Thank the community for their cooperation and support.

2. Share lessons learned and preparedness tips for the future.

3. Promote recovery efforts (fundraisers, reopening announcements).

Example Post Templates

- **Update**: "[Business Name] is closely monitoring [crisis]. We are currently [status, e.g., open/closed]. Please follow this account for updates. Stay safe!"

- **Resource Share**: "Looking for shelter? [Location] is open and accepting evacuees. [Details]. Share this with those in need!"

- **Closure Announcement**: "Due to [reason], we are temporarily closed. We will reopen as soon as it is safe. Thank you for your understanding."

Conclusion

Effective communication can save lives and restore order during a crisis. This kit empowers you to take action even in challenging circumstances. Use it, share it, and adapt it to your community's needs.