

Crisis Preparedness and Response on the Fly

How to Prepare Before a Crisis



STEP 1 Monitor threats to your organization.

- Set up Google Alerts
- Track social media mentions
- Consider using monitoring tools to track across multiple platforms



STEP 2 Identify a crisis response team.

- Identify who can be activated in case an issue arises—your Crisis Working Group



STEP 3 Plan and prepare crisis materials.

- Prepare key messages and talking points
- Consider your stakeholders
- Develop a press list
- Draft template communications materials

Where to Start During a Crisis



STEP 1 Identify a crisis and assess your risk.

- Determine whether an issue rises to the level of a crisis
- Use a risk assessment model to determine your level of risk (i.e., low, medium, or high)



STEP 2 Activate your crisis response team.

- Alert your Crisis Working Group members and convene the team
- REMEMBER: Reach out to GIH



STEP 3 Review and verify the key facts.

- Work with the Crisis Working Group, and subject matter experts as appropriate, to gather information
- Confirm if any information is confidential and/or should not be released



STEP 4 Coordinate your crisis response.

- Determine your response strategy
- Develop (and approve) your crisis communications materials
- Distribute your crisis communications materials



STEP 5 Monitor and reassess.

- Assign someone to monitor the situation and provide regular reports
- Periodically reassess if the level of risk to the organization has escalated or cooled