# Crisis Communications Plan Template

The goal of a crisis communications plan is to provide a unified, accurate, and timely message to your audience (e.g., staff, clients/vendors, and/or the public).

**Tips**

- Be as transparent as possible.
- Keep your tone consistent; be authoritative, accessible, and helpful.
- Always emphasize what you know.
  - Stay on message.
- Too much or too little information can lead to an increased amount of panic and/or disorder.
- Review messages/talking points with subject matter experts.
- Develop messaging for both planned events/occurrences as well as no-notice events that may affect your organization/audience.

**Messaging Sample\***

*[Our organization/partner] [has confirmed/is responding to] [the incident/the situation] [has occurred/which occurred on date, time, location].*

*We are working closely with [our partners – insert names if applicable] to respond to this matter.*

*As we get more information, we advise you to take the following steps:*

1.

2.

3.

*We will update you as more information becomes available. You may also [visit website URL, call, or email] for more information.*

(If you have additional explicit guidance for what your audience should do, include it.)

*If we believe your account/information has been compromised, a member of our Crisis Response team will contact you by telephone. Our phone number/hotline is xxx-xxx-xxxx. You will not be contacted by email. If you receive an email correspondence, please call our Crisis Response team immediately at xxx-xxx-xxxx.*)

*We appreciate your attention and cooperation.*

**Evaluation Strategies**

- Outside of a crisis, the plan should be tested to identify strengths, weaknesses, opportunities, and threats.
- When the crisis communication plan is implemented, an after-action report should be conducted to help improve and strengthen this plan.

*This sample is a hypothetical scenario and not reflective of any plans set forth by the City of New York or its agencies.*