**Post Crisis Communications Checklist**

Notify all critical people of the next steps once the crisis is over.

Start evaluation process of the crisis.

How/Why did it occur?

How can we avoid it again?

How can we safeguard against this?

What potential crises can we predict from this?

Conduct valuation of how the crisis was handled.

How was key messaging delivered?

Was it aligned with agreed plans and strategies?

Are more spokespeople required?

Were all relevant channels effectively managed?

Could we have done better with a specific channel?

Review both evaluations with a special focus on new additions to strategies and training.

Brief your employees on the crisis and how it was handled. Share both positives and negatives and focus on planning/delivering training where it is needed.