**Suggested Review Process for Key Messages**

1. Draft Key Messages content with help from subject matter experts (SMEs). Note that key messages will be used to create the following materials:
   1. Key messages
   2. Media statement
   3. Talking points (internal and external)
   4. Social media content
   5. Website update
   6. Internal email
   7. Other messaging, as appropriate
2. Once content is drafted, send Key Messages content for Legal and Leadership review (identify distribution list below) with PIO and any applicable SMEs on copy. Provide a deadline for review.
   1. Identify distribution list here.
   2. Email is preferred for review cycle.
   3. Ensure that key contacts are aware that information will be sent for review, especially if crisis occurs after hours.
3. Gather changes and make any adjustments. Send revised copy to Legal and Leadership review distribution.
4. Once all changes made, coordinate any translation needs.
5. Distribute final copies to internal business partners (leadership and legal teams, government affairs team, Public Liaison Officer, communications team).
6. Coordinate posting on the appropriate channels and to the appropriate audiences:
   1. Social media
   2. Website
   3. Internal employees
   4. Media
   5. Other channels, as appropriate