**Active Crisis Communications Checklist**

As PIO, obtain all information and activate the identified incident communications team.

Activate Internal Phone Tree for crisis.

Access appropriate holding statement and modify based on the active crisis situation.

Send modified holding statement to identified crisis team (leadership and internal business partners) and include your incident communications team.

Identify key external stakeholders and channels to best reach them.

Inform and liaise with key identified external stakeholders, or ensure that internal business partners have access to key approved messages for communication with external partners.

Schedule hourly (or other identified timeframe) update meetings to ensure alignment and latest information.

Set up media and social media monitoring and assign appropriate contact to perform monitoring task(s).

Update company websites and social media channels.

Scan company websites and social media for any information that may be considered insensitive considering the crisis.

Assign media spokespersons—identify a member of your communications team and executive/leadership team.

Consider a press conference if inquiries become overwhelming.

Consider any translation needs that might be necessary.

Review monitoring reports frequently. Correct inaccurate information where possible. Review whether additional resources are needed to monitor and respond to requests for information.

Identify third-party advocates for potential endorsement or to multiply your key messages and information.

Update key messages and internal and external statements hourly and distribute to identified internal and external partners to ensure the most up-to-date information is being used.

Update key business partners and internal employees hourly when updated information is received.

Save all information (holding statements, social media monitoring reports, media monitoring reports, key messages, internal statements) to identified repository.