

EMERGENCY COMMUNICATIONS

Communication in the aftermath of an interruption is vital – and creating an Emergency Communications Plan is an important step in assuring your business is able to communicate both internally and externally no matter what the scenario.

✓	Determine Roles and Responsibilities
	Appoint primary decision maker/coordinator.
	Appoint back-up decision maker(s).
	Outline roles and responsibilities for additional participants.
✓	Determine Entities With Which You Communicate
	Employees
	Stakeholders
	Shareholders
	Clients/Customers
	Regulatory Agencies
	Media
	Other:
✓	Document When to Activate Plan, Using Criteria Such As:
	Length of time of outage/interruption.
	Severity of interruption.
	Percentage/Number of employees, departments impacted.
	Prolonged loss of contact with clients and/or vendors.
	Other:

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✓	Determine, document and publicize a emergency communications plan:
	Phone/email tree (include spouse/family information for employees).
	Employee evacuation plan
	Website emergency messaging system
	Phone/Voice mail emergency messaging system
	Plan for multiple forms of communication: text, email, voicemail, etc.
✓	Educate employees about the communications plan
	Document in hardcopy and electronic formats.
	Train current and new employees.
	Remind employees about emergency communication plan, including pocket cards, fold-out cards, brochures and booklets.
	Update information regularly and re-educate employees.