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**5 BOROUGH
COMMUNICATIONS**

CRISIS COMMUNICATIONS PLAN

Notification

Assess

Action

Administer

Adjourn

**Notification****Assess****Action****Administer****Adjourn**

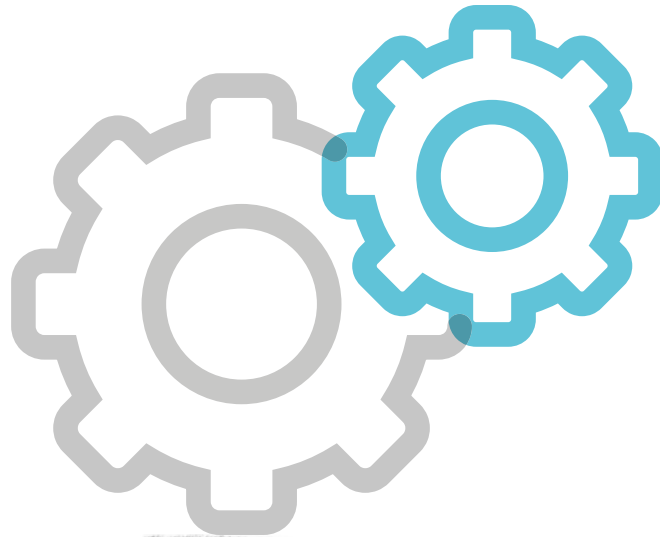
Identifying the Crisis Level:

Determining the appropriate level that necessitates communication with the Incident Response Team (IRT).

**Notification****Assess****Action****Administer****Adjourn****Understanding the Situation:**

Preparing to clarify the circumstances and risks associated with the crisis, gathering relevant information.

Preparedness for Action: Evaluating the situation to facilitate prompt decision-making and response.

**Notification****Assess****Action****Administer****Adjourn****Stakeholder Communication:**

Formulating a comprehensive strategy for communicating with stakeholders and assigning responsibilities.

Tactical Response:

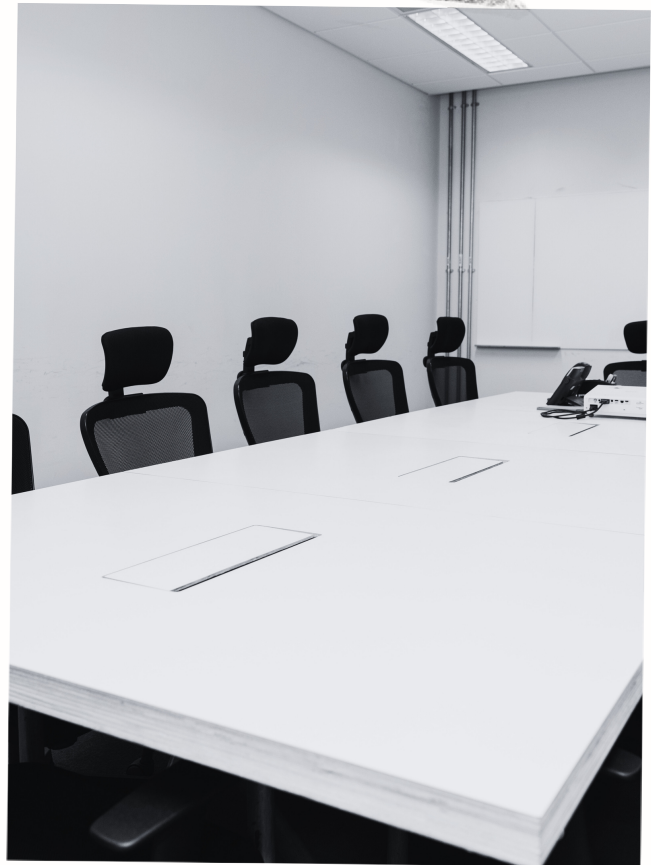
Outlining specific measures to mitigate the crisis and minimize potential fallout.

**Notification****Assess****Action****Administer****Adjourn****Timely Resolution:**

Estimating the crisis duration, and frequency of updates, and creating a timeline for immediate and long-term actions.

Monitoring Progress:

Establishing a mechanism for tracking progress and orchestrating meetings or check-ins.

**Notification****Assess****Action****Administer****Adjourn****Crisis Resolution:**

Debriefing as a team to review the process, document successful strategies, and identify areas for improvement.

Continuous Enhancement:

Updating the plan based on lessons learned, ensuring its relevance for future crises



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