

Emergency Communication Plan

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 for your emergency communications team:

- Appoint primary decision maker/coordinator
- Appoint back-up decision maker(s)
- Outline roles and responsibilities for additional participants

Determine the entities with which you require communications:

- Employees
- Investors
- Shareholders
- Clients/Customers
- Regulatory Agencies
- Media
- Other:

Determine and document when to active an emergency communications 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 or vendors
- Other:

Determine, document and publicize a plan for reaching employees, customers, and/or critical suppliers:

- 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 messaging, 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