

Stay Calm. Communicate Clearly. Control the Narrative.

Every organisation faces moments that test its reputation. This checklist helps you move from reaction to response, ensuring every message is accurate, aligned, and human.

STEP 1 — ROLES & ESCALATION

Role	Name	Contact	Backup	Notes
Crisis Lead (Decision Maker)				
Spokesperson (Media)				
Legal/Compliance				
HR (if internal issue)				
Social Media Lead				
PR Agency Contact				
Escalation Rule	<i>Escalate within 15 mins if incident involves safety, legal, or media coverage.</i>			

Tip: Assign deputies for every key role and store contacts in both email and WhatsApp groups.

STEP 2 — INCIDENT SNAPSHOT

Item	Details
Date / Time of Incident	
Description (Facts Only)	
Who Reported / How It Was Discovered	
Known Impact (People, Operations, Brand)	
Urgency Level	<input type="checkbox"/> Low <input type="checkbox"/> Medium <input type="checkbox"/> High
Next Review Time	

Tip: Confirm facts before broadcasting. “We’re checking” is better than “We were wrong.”

STEP 3 — STAKEHOLDER MAP

Stakeholder	Channel	Frequency	Message Owner	Notes
Employees	Email / Townhall	Daily	HR / Comms	
Customers	Social / Website / Hotline	Every 3–6 hrs	Comms / CX	
Partners / Vendors	Direct Email	As needed	BD / Ops	
Regulators	Official Letter / Email	As required	Legal	
Media	Press / Statement	Per cycle	PR Lead	
Public	Website / Social	Ongoing	Comms	

Tip: Start internal first — your employees are your first line of credibility.

STEP 4 — HOLDING STATEMENT TEMPLATES

General Incident

“We’re aware of [brief description]. Our team is currently investigating and will provide verified updates as soon as possible. Our priority is the safety and trust of our [customers/employees/partners].”

Data Breach

“We recently detected unauthorised access to a system containing [type of data]. The issue has been contained. We’re working with cybersecurity experts to assess the impact and will notify affected parties directly.”

Operational Disruption

“We’re experiencing temporary [service issue] due to [cause]. Our teams are working to restore full functionality. We apologise for the inconvenience and appreciate your patience.”

Safety or Accident

“We can confirm an incident occurred at [location/time]. Emergency protocols were immediately activated. Authorities and families have been informed, and we are cooperating fully with investigations.”

Tip: Never speculate. Always timestamp your updates.

STEP 5 — CHANNELS & CADENCE

Channel	Use	Update Frequency	Owner
Internal Email / Slack	Employee updates	2–3x daily	HR / Comms
Press Site / Media Room	Statements & Q&A	Each update cycle	PR Lead
Website / Status Page	Customer notice	Every 4–6 hrs	Comms / IT
Social Media	Monitoring + Clarifications	Every 1–2 hrs	Social Lead
WhatsApp Group	Internal coordination	Live	Crisis Lead

Tip: Schedule short, regular updates — even “no new info” is an update.

STEP 6 — AFTER-ACTION REVIEW

Task	Owner	Due	Notes
Debrief Meeting			
Root Cause Report			
Media & Social Analysis			
Process Fix / Policy Update			
Post-Crisis PR Plan			

Tip: End every crisis with learning, not blame.
Your response is part of your reputation.