

CRISIS PREPARATION BEST PRACTICES

From Crisis Management and Communications
by Dr. W. Timothy Coombs

1

Have a crisis management plan and update it at least annually.

2

Have a designated crisis management team that is properly trained.



3

Conduct exercises at least annually to test the crisis management plan and team.

4

Pre-draft select crisis management messages including content for dark website and templates for crisis statement on social media.

5

Include a section on crisis communication in the organization's social media policies.



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