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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