

Crisis Communication Plan for Social Platforms

1. Purpose

This plan outlines the communication protocols for responding to crises or emergencies across the organization's social media platforms.

2. Objectives

- Ensure timely, accurate, and consistent messaging.
- Minimize damage to brand reputation.
- Address stakeholders' concerns transparently.

3. Crisis Team

| Role | Name | Contact |
|-------------------------|--------|---------------|
| Social Media Lead | [Name] | [Email/Phone] |
| Communications Director | [Name] | [Email/Phone] |
| Legal Advisor | [Name] | [Email/Phone] |

4. Monitoring & Identification

- Monitor all official social platforms daily using designated tools.
- Flag any negative sentiment, misinformation, or threatening content.
- Escalate potential crises immediately to the crisis team.

5. Response Protocol

1. Assess the situation and verify the facts.
2. Consult legal and senior management if necessary.
3. Draft holding statements and official responses.
4. Publish updates on all relevant platforms.
5. Continue monitoring feedback and adjust messaging as needed.

6. Messaging Guidelines

- Be concise, factual, and empathetic.
- Do not engage in arguments or speculation.
- Redirect stakeholders to official information sources.

7. Post-Crisis Review

1. Review the team's response and document lessons learned.
2. Update protocols and training based on feedback.
3. Share key outcomes with stakeholders.

8. Contact Information

For urgent crisis situations, contact the crisis team immediately using the details provided above.

