**Crisis Communication Plan Template**

Name of school: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Person responsible for keeping this plan up to date: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Last updated on: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Next update due on: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Crisis Management Communication Team:**

Overall responsible: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Spokesperson 1: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Spokesperson 2: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Spokesperson 3: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Spokesperson 4: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Spokesperson 5: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Crisis Management Communication Timeline:**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Task #** | **Description** | **Responsible** | **Target start** | **Target complete** | **Objective** |
| 1 | Holding message issued | Communication Lead | Day 0 | Day 0 | Inform relevant audiences of crisis |
| 2 | Crisis specific key messages | Communication Lead | Day 0 | Day 0 | Provide consistent message about crisis for school |
| 3 | Key audiences briefed – senior team / governors / teachers / parents | Head Teacher / Senior Team | Day 0 | Day 0 | To ensure those immediately impacted are aware |
| 3 | Spokespeople briefed | Head Teacher / Communication Lead | Day 0 | Day 1 | Prepare for media and other external enquiries |
| 4 | Set up specific web page / telephone number / social media handle | Communication Lead | Day 0 | Day 1 | Provide dedicated way to manage queries from outside |
| 5 | Contact media | Spokespeople | Day 0 | Day 1 | Engage media early to influence message |
| 6 | Contact suppliers and other relevant parties | Communication Lead | Day 0 | Day 1 | Inform anyone who would be impacted indirectly |
| 7 | Provide updates during the crisis to each audience | Head Teacher / Communication Lead | Day 1 |  | Keep everyone informed appropriately |
| 8 | Provide closure message to each audience | Head Teacher / Communication Lead |  |  | Inform everyone that crisis has closed |
| 9 | Update the specific web page / telephone number / social media handle with the final outcome and date it will close | Communication Lead |  | End day | Formally close down the emergency channels and return to business as usual |
| 10 | Provide learnings and review communication to relevant audiences | Head Teacher |  | After end day | Confirm the crisis has ended and lessons have been learned to avoid repeat |

PLEASE NOTE:

This timeline is a guide only. It assumes a crisis that is immediate and visible hence needing to inform audiences on day 0. In the case of a less visible crisis such as a poor OFSTED report, the timeline can be extended although the steps would be the same in order to preserve the reputation of your school.