A crisis communication and media plan should:

* **State the objective of the plan**
* **Describe and designate national and international staff roles and responsibilities in a crisis**
* **State how the Crisis Communications Team is activated**
* **Designate**

who is and who is not a member of the Crisis Management Team

who is and who is not a member of the Crisis Communications Team

who is responsible for setting up the operations room

who is responsible for leading communication and media response and authorising release of information

who is responsible for monitoring media and social media response

who is responsible for implementing other actions, for example, informing family, closing down social media sites

who needs information about what has taken place

* *See Figure 4: Issue appropriate internal and external messages*
* **Include**

procedures for information verification, clearance and approvals of information release

names and 24-hour contact details for lead and other spokespersons

names and contact details for country, regional or affiliate spokespersons

checked and updated media contact list

procedure for CMT–CCT briefings

policies and procedures for employee contact with media

information on removing social media messages

* **Outline**

contingency plans for various scenarios

exercises and drills for testing the crisis communication and media plan

* **Identify**

individuals, partner agencies or other experts, for example, about a particular country or region,

willing to collaborate during an emergency

sources of security advice for staff deployed to another region

* **Gather copies of**

draft holding statements, press releases, key messages and templates

fact sheets, talking points, and any other materials

procedures for posting information on websites

task checklists for the first 2, 4, 8, 12, 16, 24 and 48 hours

procedures for evaluating the crisis communication and media plan

any policies that may need to be referred to in a crisis, e.g.

* family liaison and support
* information management
* legislation and good practice on privacy, anonymity and confidentiality
* psychosocial support
* social media
* **Details of priority contacts**
* **State date of plan and when it was last reviewed**

Some agencies hold the crisis communication and media plan on an intranet site or file that is activated only in a crisis. In others, some or all of the plan may be held on hard files. Whatever the system, the information should be held securely but be accessible to named, authorised staff.