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.