*Keep this document updated and distributed to any key stakeholders who may participate in social media during a crisis (including natural disasters, public health emergencies, safety incidents). It provides crucial preparation information and standard action steps we rely on to control this process and share accurate information quickly.*

| **Crisis Communication Team**

| Full Name, TitlePhone: Home, CellEmail:Social media handles:  | Full Name, TitlePhone: Home, CellEmail:Social media handles:  | Full Name, TitlePhone: Home, CellEmail:Social media handles:  |
| --- | --- | --- |

*Add any notes here about the crisis communications team.* |
| --- | --- | --- | --- |

| **Key Stakeholders**Full Name, TitlePhone numbers: Home, CellEmail addresses:Social media handles:Full Name, TitlePhone numbers: Home, CellEmail addresses:Social media handles:Full Name, TitlePhone numbers: Home, CellEmail addresses:Social media handles: | **Key Social Accounts****Website**: [URL]**LinkedIn**: [URL]**Facebook**: [URL]**Instagram**: [URL] **X/Twitter**: [URL]**Threads**: [URL] |
| --- | --- |

| **Action Checklist***Adjust the steps below to fit your internal procedures and approval flow.*

| **Verify Information*** Check sources
* Confirm data
* Compose initial post(s)
 | **Notify Stakeholders*** Seek input
* Coordinate message and timing
* Get approval
 | **Release Information*** Post acrosssocial platforms
* Update partner organizations
 | **Monitor Public Response*** Monitor acrosssocial platforms
* Confirm data
* Compose post(s)
 | **Schedule Updates*** Revisit data, events and other updates on a regular cadence
* Schedule updates
 |
| --- | --- | --- | --- | --- |

*Add additional approval flow and contact information here.* |
| --- | --- | --- | --- | --- | --- |

##

##

| **Organization Boilerplate & Hashtags***Add a short 1-2 sentence description and/or a shortlist of important facts/figures to use regularly in social media.* *Key quotable data to share:****Key Hashtags:***#hashtag1 #hashtag2 #hastag3 |
| --- |

##

##

| **Background Statements***Add predefined messages tailored for different types of crises (natural disasters, public health emergencies, etc.) that can be quickly adapted and released.***Flood emergency****Fire emergency****Civil unrest emergency** |
| --- |

##

| **Quotable Resources***Add links to official websites, apps, or documents where the public can find more detailed information and* *assistance. Include external partners if applicable (e.g., local emergency services, neighboring jurisdictions).**Where possible, collect images of QR codes that can be shared for direct access to emergency services or apps.***Link 1**Brief description for use in social media**Link 2**Brief description for use in social media |
| --- |