*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, Title  Phone: Home, Cell  Email:  Social media handles: | Full Name, Title  Phone: Home, Cell  Email:  Social media handles: | Full Name, Title  Phone: Home, Cell  Email:  Social media handles: | | --- | --- | --- |   *Add any notes here about the crisis communications team.* |
| --- | --- | --- | --- |

| **Key Stakeholders**  Full Name, Title  Phone numbers: Home, Cell  Email addresses:  Social media handles:  Full Name, Title  Phone numbers: Home, Cell  Email addresses:  Social media handles:  Full Name, Title  Phone numbers: Home, Cell  Email 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 across social platforms * Update partner organizations | **Monitor Public Response**   * Monitor across social 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.* |
| --- | --- | --- | --- | --- | --- |

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| **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 |
| --- |

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| **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** |
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| **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 |
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