**BEEKEEPER**

CRISIS COMMUNICATION
CHECKLIST

Quickly reaching all your employees during crisis situations can be challenging. That's why we've prepared this general checklist of internal communication tips to help you effectively communicate with your team during a potential crisis situation. In this guide you'll learn how to:

- Conduct a general risk assessment of your organization
- Take steps to prepare your internal communications for an emergency situation
- Convey the right messaging at the right time and measure the impact of your crisis communications plan
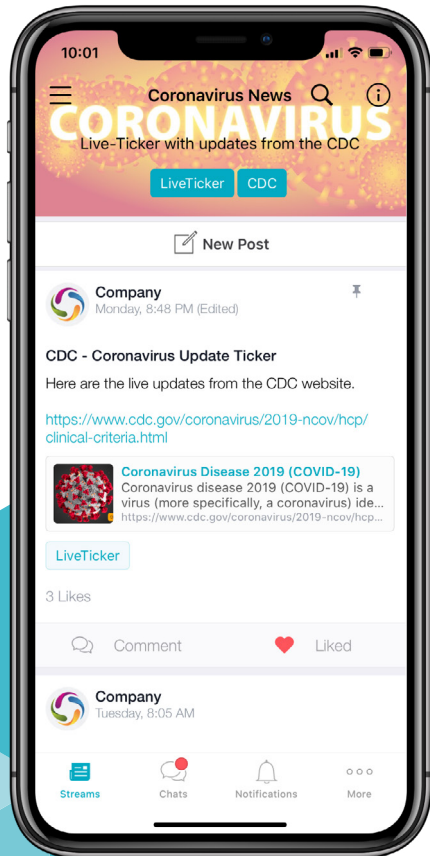
General Risk Assessment

Identify the top threats (i.e gaps in your supply chain, security issues, or high attrition rates) to your organization and assess existing weaknesses.
Pro tip: conduct a SWOT analysis to do this.
Decide which business functions are critical to your operations and which resources they require to function.
Determine the people, processes, and technologies you will use to share emergency information across the organization.
Communicate these tools and people with your organization so they know where to go for information.

Getting Your Internal Communications Prepared for an Emergency Situation

Establish a contact list for all staff, including emergency contacts listed in their personnel files.
Create a staff call tree that you will use in emergencies.
Identify who in the company is responsible for responding to a crisis situation, and come up with a chain of responsibility for these decisions in the event that this person is unavailable.
Run emergency communication drills to ensure your team knows what needs to be handled in order to protect your organization's health and image.
Establish a clear, accessible communication channel that is available to every single employee in the organization.
Pro tip: an app that employees can access on their mobile devices is ideal.

Internal Communication During the Crisis

Gather information. Clearly and calmly communicate facts, and dispel rumors immediately and directly. Miscommunication can be dangerous during a crisis.

Develop the right messaging. Come up with a few clear, simple messages to share with your staff, and regularly update your internal communications for accuracy and clarity.

If you're using a communication platform, have one designated feed where all staff can access updates.

Notification systems with functionalities to provide alerts, can support your organization by keeping all those impacted updated.

Pro tip: An internal communications platform usually offers push notifications so staff can be updated about new developments as they arise.

Internal communications should have local relevance to the audience.

Be transparent. Your employees will be looking to the organization's leadership for guidance and reassurance. Show your team they can trust your word with transparent, consistent messaging.

Use visuals and graphs to communicate wherever possible. Crisis situations can be complex and oftentimes confusing, so illustrations, charts, and graphs help make the information more accessible.

Centralizing information can make it easier to find. A digital library of talking points, documents, and reference materials that employees can access 24/7 for more information is helpful.

Pro tip: make all your internal communications mobile-friendly so your frontline workers don't get left out of the loop.
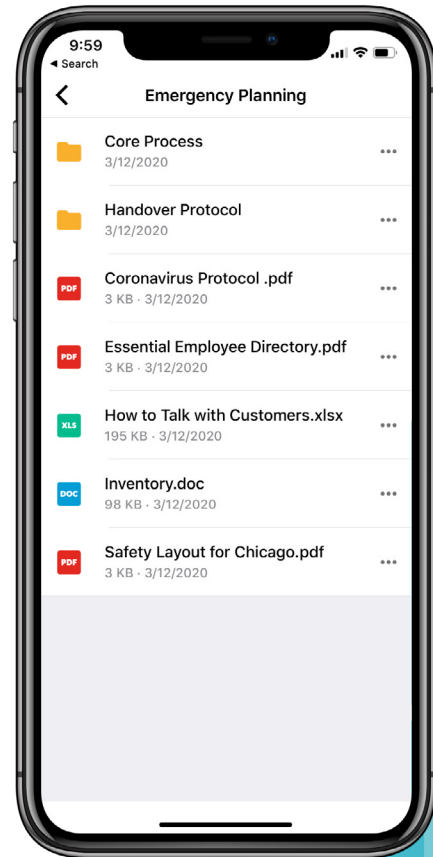
Bottom-up communication provides a forum for your workforce to ask questions and share feedback. Staff can alert others if they see something that looks dangerous. Tools like pulse surveys and polls to allow you to get feedback from your workforce on your crisis management strategy.

Measuring your reach helps you understand whether the entire workforce received (and read) the information you sent them.

Stay positive. Remind your team that it's more important than ever for them to stick together and support each other.

## Evaluating Your Communication Efforts After a Crisis

Ask yourself the following questions to assess your internal communication efforts.

- Were there any miscommunications?
- What would have prevented them?
- Did any teams stand out as particularly communicative? What made those teams successful?
- What would you do differently in the future?
- How could you have been more clear and transparent about the situation?

Revising Your Crisis Communication Plan for Next Time

- Ask your team for feedback.
- Conduct a post-mortem analysis of your efforts.
- Review all the feedback collected from your pulse surveys and polls.
- Revise your internal communication plan based on all your feedback, so you're even better prepared for next time.

Don't forget to thank your team for their support, patience, and understanding during this difficult time.
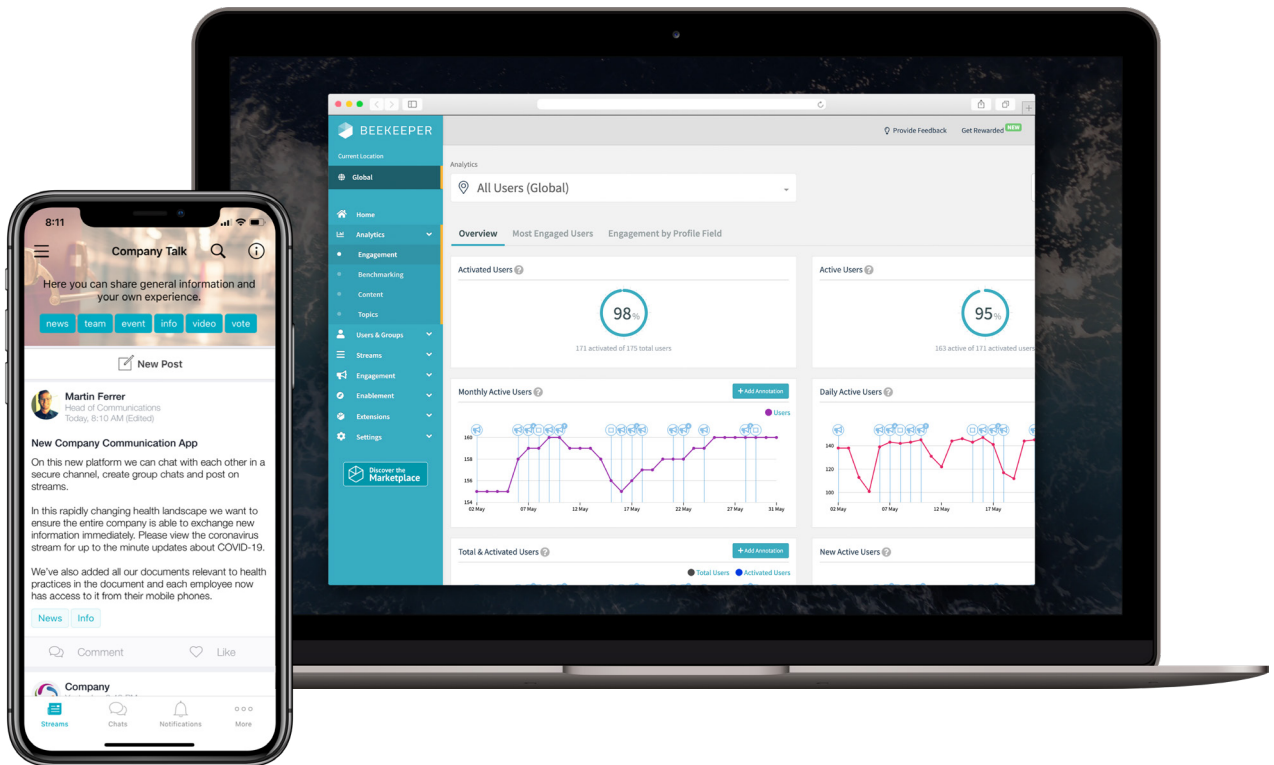
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