DURING

NOTIFICATION

Personal
- SMS (text messages)
- Mobile notifications (push messages)
- Phone calls (voice)
- Email

Mass
- Website
- Social media
- Public address system
- Digital signs
- Televisions

MOBILIZE

Resources
- Local law enforcement
- Ambulance and emergency medical technician
- Federal law enforcement
- Internal security or safety team
- Fire and rescue
- HAZMAT team

COLLABORATE

Mobile Apps
Powerful platform to gain additional intelligence to help inform next steps.

Social Media
Keep the public informed with official information to prevent inaccurate storylines.

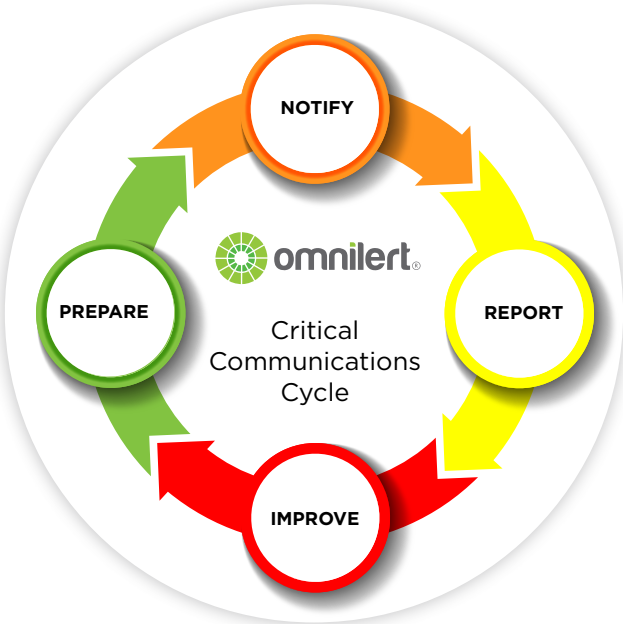
Message Feedback
Your community can reply to notification text messages or generate new direct messages.

BEFORE

Assemble Critical Communications Team
Outcome owners, executive sponsor, additional stakeholders. Who is on each team, and what is their role?

Define and Document
- Trigger points, notifications and mobilizations, recipients, messages, endpoints
- Get sign-off from appropriate outcome owner

Craft Your Message
- Set up in advance pre-configured actions that can be initiated with one click
- Establish policies, create processes, define scenarios, and provide training



AFTER

Review Reports
Assess how the incident unfolded, how effectively the response was executed, and the reach of the communications.

Incorporate Feedback
Use the mobile app to conduct a post-incident survey that includes feedback from your critical communications team, first responders and the community

Evaluate Your Plan
What worked, what didn't, and what needs to be improved?

- Refine the crisis communication response after reviewing reports
- Document and incorporate feedback into the crisis communication plan
- Look for methods to expand the number and types of endpoints you are distributing
- Focus on continuous improvement as you gain experience
- Do regular exercises to test your response tools and team