

Crisis Communication Channel Review Sheet

Channel Overview

Channel Name	
Type (e.g. Email, SMS, Hotline, Social Media)	
Owner/Administrator	
Internal/External	
Audience	

Current Usage & Accessibility

How is the channel accessed?	
Who has permission to use/send communications?	
How quickly can the channel be activated?	
Is training required?	

Effectiveness

Reliability	
Reach	
Timeliness	
Clarity of Message	

Risks & Limitations

Known Limitations	
Risks if Channel Fails	
Alternatives Available?	

Improvements & Recommendations

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