

Social Media Crisis Response Documentation

1. Crisis Overview

Date & Time Reported

Reported By

Platform(s) Involved

Brief Description of Issue

2. Assessment

Severity Level

Potential Impact

3. Actions Taken

Initial Response

Steps Taken

Internal Coordination

4. Communication

External Statements

Approval(s) Received From

5. Resolution & Follow-up

Resolution/Outcome

Follow-up Actions

Lessons Learned