

Social Media Crisis Communication Report

1. Incident Overview

Date & Time of Incident:

Platform(s) Affected:

Summary of Crisis:

2. Initial Response

Response Team Members:

Response Timeline:

Key Actions Taken:

3. Communication

Internal Statement:

External Statement:

Official Posts/Replies:

4. Impact Assessment

Audience Reach & Engagement:

Sentiment Analysis:

Media Coverage:

5. Lessons Learned & Next Steps

What Worked Well:

Areas for Improvement:

Recommendations: