Crisis Communication Timing Checklist

1. Initial Assessment

Task	Completed (âœ"/âœ˜)	Notes
Identify crisis type and scope		
Determine urgency and key impacts		
Gather essential facts		

2. Notification & Team Activation

Task	Completed (âœ"/âœ˜)	Notes
Alert crisis communication team		
Notify leadership and stakeholders		
Assign roles and responsibilities		

3. Message Preparation

Task	Completed (âœ"/âœ˜)	Notes
Craft initial key messages		
Review and approve content		
Prepare FAQs and talking points		

4. Release Timing & Scheduling

Task	Completed (âœ"/âœ˜)	Notes
Select communication channels		
Schedule message distribution		
Monitor time-sensitive updates		

5. Follow-up & Updates

Task	Completed (âœ"/âœ˜)	Notes
Monitor feedback and responses		
Issue timely updates as needed		
Document and review communication process		

Additional Notes