

Sample Crisis Communications Plan Template

Summary

Risks

Boilerplate Message

Goals

Benchmarks and Measurement

Part One—Benchmarks

Part Two—Measurement

Audience and Stakeholders

SWOT Analysis

Strengths	Weaknesses
Opportunities	Threats

Roles and Responsibilities

Successful implementation of the crisis communications plan will require collaboration with and the assistance of multiple stakeholders. Below is an attempt to list out the leads that would need to be involved in the execution of the plan by tactic.

Tactic	Lead

Timeline

Tactic	Lead	Audience	Scheduled For	Completed
(Insert Month)				
(Insert Month)				