

Crisis Communications Plan

Marketing & Advertising

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This guide explains what the tool produces, how to use the output, and what to watch for. The actual output (draft/report) is generated on the tool page.

Background

Produces a crisis communications plan — scenario assessment, stakeholder messages, holding statements, spokesperson and escalation protocol — for a specific or anticipated crisis. Use it to prepare or respond. For a social-only flare-up use the Social Crisis Response Kit.

Purpose of this tool & output

Prepare a plan before or during a crisis

How the output is used

Use it to prepare a plan before or during a crisis — a crisis communications plan with roles, statements and channels.

Important cautions

Coordinate with legal and comply with breach-notification duties (e.g. DPDP) before communicating.

Companion documents

- PR Strategy Builder
- Press Release Writer
- Media Pitch Writer
- Media List Planner
- Thought Leadership Content
- Award Entry Writer

This is AI-assisted guidance. Verify with a qualified professional before any binding decision. Fees, authorities and processes vary by state and change over time — confirm with your state authority.