

An actionable checklist for crisis readiness

- ☐ Draft communications plans for a wide range of potential scenarios, tested and agreed with key partners in advance. This will ensure a proactive, timely response in times of crisis, and consistent messaging.
- ☐ Agree communications channels and sign-off protocols, with deputies to cover absences or provide additional support when teams are stretched.
- ☐ Check that everyone in the team knows their role and consider building in agency/freelance resources to be on standby. This could be voluntary as part of their social value commitment.
- ☐ Consider the partners who will help get the message through and establish a protocol for disseminating information.
- ☐ Have comms collateral ready to go – including images and infographics.
- ☐ Avoid overly complex infographics to convey key messages. These are difficult for audiences using screen readers. Improve accessibility with clear information, repeated in well-structured captions.
- ☐ Ensure images are wholly representative of communities and the situation at hand. You can check out our Green Claims Policy for further information on how we use imagery.
- ☐ Consider audience needs in both the narrative, imagery and method of delivery.
- ☐ Plan communications in different languages and formats. Alternative language formats may be overlooked when resources are stretched; consider now how you will ensure that you reach all members of the community.
- ☐ Avoid dulling down serious messages or instructions with humour, exclamation marks or emojis.
- ☐ Gather feedback on what worked well this year, and what didn't, to shape future scenario planning. Inviting feedback now will support better crisis communications for next time.

If you'd like to talk to us about scenario planning for your communications, please contact hello@famille.uk to arrange a free consultancy session

