



Crisis Communication Case Management Checklist Template 2026

Pre-Crisis Preparedness & Infrastructure

Establishment of the crisis management team, identification of key stakeholders, and verification of all communication channels and emergency contact lists.

Last Infrastructure Audit Date

Communication Channels Verified

- ☐ Email Server/SMTP
- ☐ SMS/Mass Alert System
- ☐ Corporate Website/Newsroom
- ☐ Social Media Accounts
- ☐ Internal Intranet
- ☐ Emergency Phone Tree

Crisis Contact Directory

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Pre-Identified High-Risk Scenarios

Write something...

Communications Director Approval

Initial Incident Assessment

Immediate evaluation of the crisis severity, impact analysis, and determination of the activation level for the crisis response protocol.

Incident Discovery Date

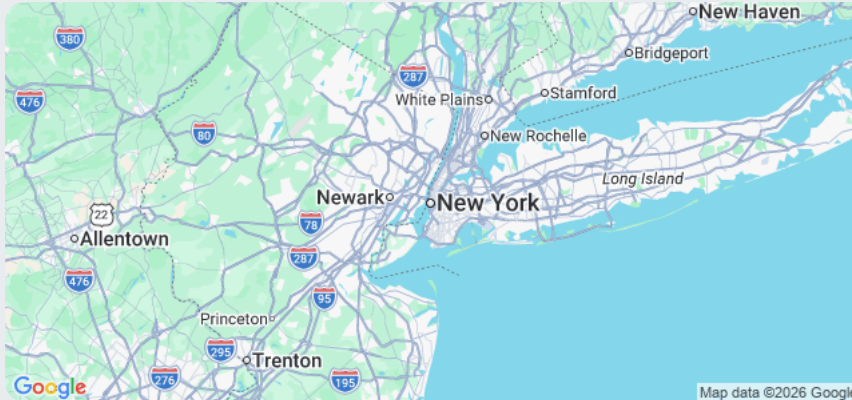
Enter date...

Incident Discovery Time

Enter time...

Incident Origin Location

 [Set My Current Location](#)



Crisis Severity Level

- ☐ Low (Internal/Contained)
- ☐ Medium (Operational Impact)
- ☐ High (Reputational/Legal Threat)
- ☐ Critical (Life Safety/Existential Threat)

Initial Incident Description

Write something...

Affected Departments

- ☐ Operations
- ☐ IT/Infrastructure
- ☐ Legal/Compliance
- ☐ Customer Service
- ☐ Human Resources

Supporting Evidence or Incident Photos

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Crisis Command Center Activation

Formal assembly of the response team, establishment of a physical or virtual war room, and assignment of specific roles and responsibilities.

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Activation Date

Enter date...

Activation Time

Enter time...

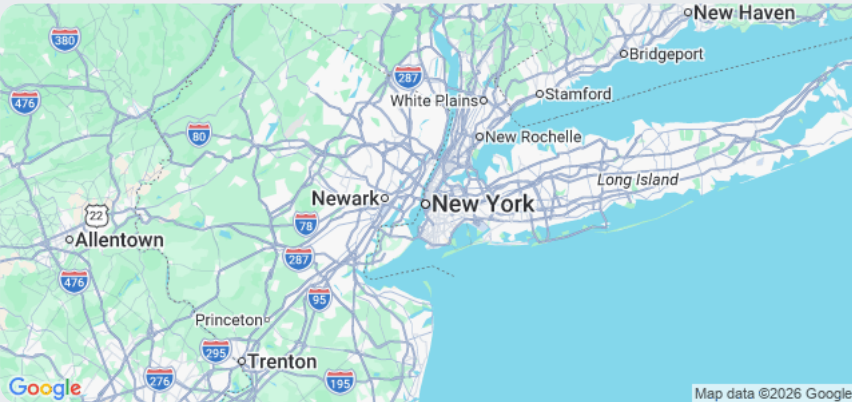
Enter time...

War Room/Command Center Location

Set My Current Location

New Haven

[📍 Set My Current Location](#)



Team Members Present

- ☐ Crisis Lead
- ☐ Communications Director
- ☐ Legal Counsel
- ☐ IT/Security Lead
- ☐ Public Relations Officer
- ☐ Subject Matter Expert

Incident Briefing Summary

Write something...

Incident Commander Authorization

Stakeholder Mapping & Audience Segmentation

Categorization of affected parties including employees, customers, investors, regulatory bodies, and the general media to tailor messaging.

Stakeholder Groups Identified

- ☐ Internal Employees
- ☐ Customers/Clients
- ☐ Investors/Shareholders
- ☐ Regulatory Bodies
- ☐ Media/Press
- ☐ Suppliers/Vendors
- ☐ Local Community/Public

Primary Contact Person per Segment

Write something...

Priority Level

- ☐ Critical (Immediate Action Required)
- ☐ High (Needs Monitoring)
- ☐ Medium (Standard Update)
- ☐ Low (Informational Only)

Communication Strategy per Segment

Write something...

Stakeholder Contact Directory

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Message Development & Approval Workflow

Drafting of holding statements, internal memos, and press releases, followed by legal and executive leadership review and authorization.

Draft Holding Statement

Write something...

Key Messaging Points & Talking Points

Write something...

Approval Status

- ☐ Drafting
- ☐ Legal Review
- ☐ Executive Review
- ☐ Approved
- ☐ Rejected/Requires Revision

Approval Date

Enter date...

Final Approved Document

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Authorized Approver Signature

Multi-Channel Distribution Strategy

Execution of the dissemination plan across social media, email, corporate websites, news wires, and direct employee communications.

Communication Channels Used

- ☐ Email Newsletter
- ☐ Corporate Website/Newsroom
- ☐ Social Media (X, LinkedIn, Facebook)
- ☐ Internal Slack/Teams Channels
- ☐ Press Release Distribution Service
- ☐ SMS/Emergency Alert System

Distribution Start Date

Scheduled Release Time

Primary Distribution Lead

Approved Media Assets

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Distribution Log & Reach Summary

Write something...

Media Monitoring & Sentiment Analysis

Continuous tracking of news outlets, social media mentions, and public sentiment to gauge the effectiveness of the response and identify misinformation.

Monitoring Start Date

Enter date...

Sentiment Trend

- ☐ Improving
- ☐ Stable
- ☐ Worsening
- ☐ Critical

Total Media Mentions Count

Enter a number...

Monitored Platforms

- ☐ Twitter/X
- ☐ LinkedIn
- ☐ Facebook
- ☐ Traditional News Outlets
- ☐ Industry Blogs

Summary of Key News Trends

Write something...

Media Coverage Report Clipping

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Internal Feedback & Employee Briefing

Ensuring all internal staff are informed, aligned with the official narrative, and equipped with approved talking points for external inquiries.

Briefing Session Date

Enter date...

Departmental Areas Briefed

- ☐ Executive Leadership
- ☐
- ☐ Customer Support Teams
- ☐ Legal and Compliance
- ☐ Public Relations/Marketing

Key Employee Concerns Identified

Write something...

Communication Channel Used for Briefing

- ☐ Email
- ☐ Town Hall Meeting
- ☐ Internal Slack/Teams
- ☐ Intranet Announcement

Approved Internal Talking Points Document

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Communication Lead Confirmation

Ongoing Response & Update Cadence

Maintenance of a regular schedule for updates to prevent information vacuums and ensure consistent communication flow as new facts emerge.

Next Scheduled Update Timestamp

Enter date...

Update Frequency

- ☐ Hourly
- ☐ Every 4 Hours
- ☐ Twice Daily
- ☐ Daily
- ☐ As Needed (Ad Hoc)

Latest Update Summary

Write something...

Channels Used for Current Update

- ☐ Email
- ☐ Social Media
- ☐ Internal Intranet
- ☐ Press Release
- ☐ SMS/Alert System

Approved Communication Drafts

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Communications Lead Approval

Post-Crisis Audit & Debriefing

Comprehensive review of the communication performance, analysis of response gaps, and updating of the 2026 crisis playbook for future readiness.

Audit Completion Date

Enter date...

Crisis Severity Level

- ☐ Low
- ☐ Medium
- ☐ High
- ☐ Critical

Key Lessons Learned

Write something...

Communication Channels That Performed Well

- ☐ Email
- ☐ Social Media
- ☐ Press Release
- ☐ Internal Intranet
- ☐ Direct Phone Calls

Final Post-Mortem Report

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Incident Commander Approval

< Previous

> Next

✓ Finish

 Generate Sample Report