



Your crisis communication plan

A FIVE-STEP GUIDE

st★fish

www.starfishm.com.au

1

Who to communicate with

Who do you need to keep updated?

- Your people (team)
- Your customers
- Your stakeholders
- Your suppliers

Anyone who has contact with your business!



st☆fish

www.starfishm.com.au

2

Time your updates

How often will you need to communicate?

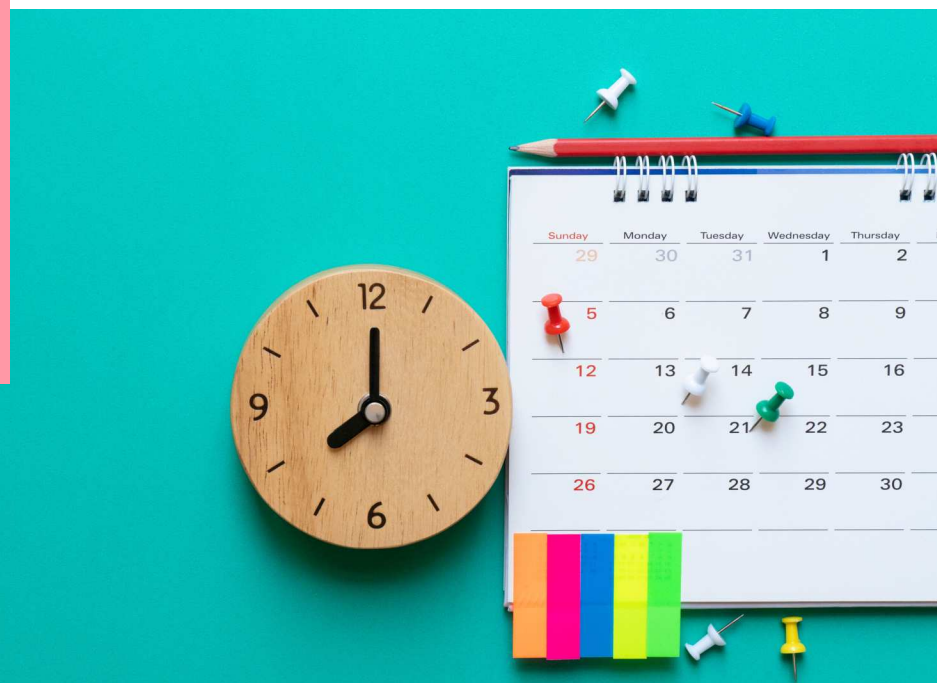
Think about how often you might have to adjust your product/service delivery.

- Daily
- Weekly
- Fortnightly
- As changes occur

Plan your updates around those changes

starfish

www.starfishm.com.au



3

Where to communicate

Where do people come into contact with your business?

- Your website
- Social media
- Your premises
- Advertising
- Mail, email, newsletters
- Events & Sponsorships

Wherever people have a touch-point with your business - keep them updated

starfish

www.starfishm.com.au





4

What to communicate

What key messages should you include?

- the safety and health of your community is important
- what actions you are taking
- what the potential impact will be and how you plan to minimise that
- how often you will be in touch
- how people can contact you
- thank you for understanding
- we're in this together, stay safe and take care of each other

Tailor your key messages to your business and individual situation

starfish

www.starfishm.com.au



5

Know your people

How sensitive are your people (refer step 1) to the situation?

- For people who like lots of detail, plan a daily update
- For people who prefer an overview, communicate only when there's a change to the situation

Know your people, what they prefer, and tailor your communications accordingly



starfish

www.starfishm.com.au



Follow a plan
Keep consistent
communication
flowing
Have a strong
online presence

st★rfish

www.starfishm.com.au





Stay safe

Be kind

Let's look after each other

hello@starfishm.com.au

www.starfishm.com.au

st★fish