

# Live incident or crisis communications checklist – a quick reference guide

Use this table as your checklist during a crisis situation. You can use it for your own team and for actions to be carried out.

Actions During a live incident/crisis	Deadline	Responsability	Share with EFSA/ other MS	Done
Obtain all information (if appropriate to your role) and convene the incident communications team				
Brief internal stakeholders and ensure senior management is informed of situation and communications actions				
Agree approval protocols and check availability of key people for sign-off				
Inform and liaise with key external stakeholders such as the Advisory Forum (AF)				
Inform chair of AFCWG of the evolving issue in your country and what actions have been taken so far				
Schedule and chair AFCWG conference calls. Invite relevant MS and keep all other MS informed				
Participate in AFCWG conference calls if your country is (or has the potential to be) directly affected. Be prepared to give an update on the status in your country and media / social media coverage. Brief colleagues on conference call outcomes as appropriate				
Keep MS Advisory Forum member updated on communications				
Prepare key messages. Share with other MS, if relevant				
Review media / social media monitoring with your service provider. Share social media monitoring reports, if relevant				
Draft holding statement and share with EFSA and other MS as appropriate				
Prepare Q&A / FAQ and share with colleagues for corrections / new information to be added				
Translate MS materials if necessary and useful, and circulate as appropriate				
Consider what visuals might be useful to support your messages				
Nominate and brief media spokespersons – organise media training for spokespersons, if necessary				
Track all requests for information by setting up media enquiry and social media post logs				
Deal with media enquiries in a professional and timely manner. Consider a press conference if inquiries become overwhelming in number				
Review monitoring reports frequently. Correct inaccurate information where possible. Review whether additional resources are needed to respond / monitor				

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Identify key external stakeholders and channels to best reach them				
Consider the needs of hard-to-reach audiences				
Identify third-party 'friends' for potential endorsement or to multiply your key messages and information				

# Social media comments log template

Date:	Time:	Social media comment & location (include hyperlink)	Response (if any)

# Media enquiry log form

Name of person taking inquiry:

<i>Name of the journalist:</i>	<i>Phone:</i>
<i>Date:</i>	<i>Mobile:</i>
<i>Time:</i>	<i>Email:</i>
<i>Deadline:</i>	<i>Twitter:</i>

<i>Media/social media outlet and country/region</i>
<i>Purpose of call/enquiry</i>
<i>General attitude and tone of voice</i>
<i>Links to any previous coverage on the subject</i>
<i>Action taken (if any)</i>
<i>Next steps (including person responsible)</i>