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| logo | Communication plan | 1608 |

Responsible:

Updated:

An effective business continuity communication plan aims to ensure that all stakeholders are informed on time and know how to act in the event of a disruption.

A communication plan may include the following steps:

* define the objectives
* identify stakeholders (staff, customers, suppliers, media and public authorities)
* choose reliable and accessible communication channels to use (internal messaging, SMS, phone calls, social media)
* determine the essential messages according to the audience (procedures to follow in the event of an incident, contacts in the event of an emergency):
  + regular information on the evolution of the crisis situation
  + crisis unit to respond to relatives of victims
* raise awareness and train staff on the communication plan during a disruption
* assign roles and tasks to follow in the event of an incident
* keep the communication plan updated (following changes)
* regularly test the effectiveness of the communication plan

Additional points to consider:

* speed and accuracy of information (avoid rumors and panic)
* multilingual if necessary (translation of key messages)
* accessibility of messages for people with disabilities

A specific external communication plan (media and public authorities) is often necessary. This plan should define:

* who is responsible for communication with the media
* what means of emergency communication to use
* what messages to broadcast
* how to manage relationships with authorities