



Resource 12: SBA Emergency Communications Checklist

Communication in the aftermath of an interruption is vital – and creating an Emergency Communications Plan is an important step in assuring your business is able to communicate both internally and externally no matter what the scenario.

Determine Roles and Responsibilities	
	Appoint primary decision maker/coordinator.
	Appoint back-up decision maker(s).
	Outline roles and responsibilities for additional participants.
Determine Entities With Which You Communicate	
	Employees
	Stakeholders
	Shareholders
	Clients/Customers
	Regulatory Agencies
	Media
	Other:
Document When to Activate Plan, Using Criteria Such As:	
	Length of time of outage/interruption.
	Severity of interruption.
	Percentage/Number of employees, departments impacted.
	Prolonged loss of contact with clients and/or vendors.
	Other:



<p>2</p> <p>Determine, document and publicize a emergency communications plan:</p>	
	Phone/email tree (include spouse/family information for employees).
	Employee evacuation plan
	Website emergency messaging system
	Phone/Voice mail emergency messaging system
	Plan for multiple forms of communication: text, email, voicemail, etc.
<p>2 Educate employees about the communications plan</p>	
	Document in hardcopy and electronic formats.
	Train current and new employees.
	Remind employees about emergency communication plan, including pocket cards, fold-out cards, brochures and booklets.
	Update information regularly and re-educate employees.