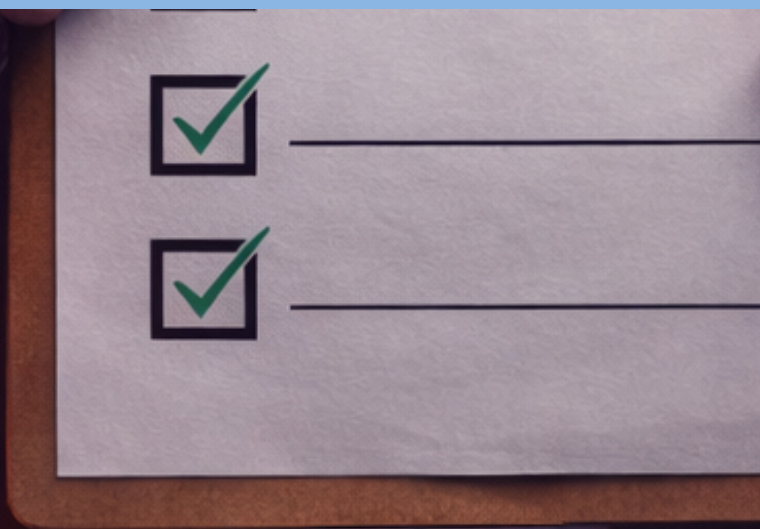




Crisis Communications Checklist

Assessing Your Readiness



A Brick and Bridge Communications Checklist
Putting People First



Before you get started

Crisis Communications and Your Readiness

Before you get started: take your time.

There is no "right" or "wrong" to this assessment. It's a tool to help you understand gaps in your response infrastructure, and it helps us determine how we can help.

By taking this survey, you aim to continue your organization's learning. It's a concept called [Kaizen](#), creating change for the better, and we're all about that.

Let's dive in!

What this checklist is: Ideal for leadership teams or as an individual, we recommend you use this tool as a practical measurement of your own readiness to start or fine-tune your crisis communications response infrastructure.



What this checklist isn't: This isn't a full audit. It's an assessment tool that helps us and you determine if you need to make some adjustments.

Brick and Bridge Communications is here to support your crisis communication readiness.

If your need is immediate, don't wait! Reach out to info@brickandbridge.ca if navigating a crisis or escalating issues management incident. We're here to help.



How to complete this assessment

Rate each statement from 0–3:

0 = Not in place

1 = Informal / inconsistent

2 = Documented but untested

3 = Fully implemented and tested

Tally your points after each section to determine your final score.

Average completion time: 10 minutes.

At the heart of managing these crises is the concept of the Golden Hour — the critical period of time immediately following a crisis when the actions we take directly influence the outcome.

Public Relations Society of America



SECTION 1: Governance & Leadership Control (Max: 18)

1 - You have a clearly designated spokesperson.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

4 - Leadership has a crisis escalation process.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

2 - Decision-making authority during a crisis is formally defined.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

5 - Senior leaders have received media or crisis training.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

3 - A decision-making process for crises exists.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

6 - Leadership can assemble within 60 minutes of an incident.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

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Your Score Max 18:



SECTION 2: Crisis Planning & Documentation (Max: 24)

1 - There is a written crisis communications plan.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

2 - Three to five potential risks have been identified.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

3 - Pre-approved message templates have been created.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

4 - Stakeholder contact lists are current and accessible.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

5 - Media contact lists are updated annually.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

6 - Language and messaging exist for high-risk issues.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

7 - Crisis or issue? An assessment process is created.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

8 - A post-crisis evaluation process is created.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

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Your Score Max 24:



SECTION 3: Internal Communications Stability (Max: 18)

1 - Staff understand who the spokesperson is.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

4 - Frontline employees know how to report emerging risks.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

2 - Connecting with staff can be activated quickly.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

5 - Internal messaging templates exist.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

3 - Managers are trained to brief frontline staff.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

6 - A crisis response team with contacts has been created.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

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Your Score Max 18:



SECTION 4: Media & Public Pressure Readiness (Max: 15)

1 - A staff member is designated as public information officer

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

Documented but untested

Fully implemented and tested

2 - You have a way to monitor media and public sentiment.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

4 - Spokespersons have been trained in managing high pressure interviews.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

3 - The organization has the ability to issue a public statement within 2 hours of a crisis event.

Not in place

Informal/inconsistent

5 - You can adapt and respond to misinformation that occurs.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

0 = Not in place | 1 = Informal/Inconsistent | 2 = Documented but untested | 3 = Fully implemented and tested

Your Score Max 15:



SECTION 5: Stakeholder & Community Management (Max: 15)

1 - Priority stakeholders are identified in order of priority.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

Fully implemented and tested

4 - The Board/Council can be briefed quickly and consistently.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

2 - Tailored messaging exists for stakeholders.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

5 - Protocols for sensitive community issues are established.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

3 - There is a plan to manage backlash.

Not in place

Informal/inconsistent

Documented but untested

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Your Score Max 15:



SECTION 6: Digital Risk & Social Media Control (Max: 15)

1 - All digital account access is centralized and documented.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

4 - Organization-owned digital channels are actively monitored.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

2 - Scheduled posts can be paused.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

5 - There is a protocol for online harassment/misinformation.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

3 - Social media response guidelines exist.

Not in place

Informal/inconsistent

Documented but untested

Fully implemented and tested

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Your Score Max 15:

Your Total Score Max 105:



Score: 0-34

Depending on the scope of your organization's work, you could be at structural risk.

Our recommendation: Assess the public impact of your work, your capacity, your stakeholders, and the potential reputational risks in a crisis.

If there's any risk to your reputation or fallout from stakeholders, start planning as soon as possible.

For more on why crisis communication matters, read this article from the European Stability Mechanism: <https://www.esm.europa.eu/blog/when-every-word-matters-importance-crisis-communication>

There's a lot to consider in crisis planning — and it can quickly become overwhelming. That's where we come in.

The key is to start. Let us put the right foundations in place — giving you clarity, confidence, and control when it matters most.

Score: 35-59

You may have some vulnerability in your systems.

Our recommendation: If your response times are slow or your monitoring gaps leave you unsure whether an issue is minor or escalating, reputational risk can grow quickly. That uncertainty creates stress and puts you in a reactive position.

Recognizing the gap is the first step — and we can help you close it. We build practical, right-sized crisis response plans that strengthen monitoring, clarify decision-making, and restore control.



Score: 60-84

You're on the right track!

Our recommendation: You've built a solid foundation. Key processes are in place, and your crisis response infrastructure is taking shape.

Now it's about strengthening what you have — refining documentation, clarifying roles, and running practice scenarios to ensure your plan holds up under pressure.

Let's elevate your approach so leadership and staff feel confident, prepared, and secure in your organization's ability to respond.

Score: 85-100

You're structurally and strategically strong.

You've built an impressive crisis communications foundation — your structure and strategy are clearly working.

At this level, the opportunity isn't to fix gaps, but to sharpen your edge. Advanced simulations, annual plan reviews, and succession or continuity planning can help ensure your readiness holds under real pressure and leadership transitions.

If you're ready to stress-test and future-proof your approach, we'd be glad to partner with you.



Great job getting this checklist done! It's foundational work to support your organization's goals.

We'd love to connect with you. Reach out at info@brickandbridge.ca and let's get your communications services on the track you want.