

RISK ALERT

Communications Plan



The Covid-19 pandemic emergency presents significant risks to effective communication. Clear, accurate and timely communication is key to keeping your clients, families, staff and community informed about how your organisation is managing it. This resource outlines good practices with pandemic communication planning efforts.

Note: The template is not exhaustive. It is a guide only and your organisation's specific context should always be taken into account.

SAMPLE PANDEMIC COMMUNICATIONS RESPONSE PLAN

STEP 1	Designate a communications leader
STEP 2	Designate a spokesperson(s)
STEP 3	Identify communication needs <ul style="list-style-type: none">a. Identify target audiencesb. Identify communications goalsc. Determine key messagesd. Determine targeted messages for each audiencee. Identify materials needed
STEP 4	Create a communications plan <ul style="list-style-type: none">a. Determine information distribution channelsb. Identify media and communications resourcesc. Create an action pland. Prepare first announcemente. Plan and design your message(s)f. Establish update proceduresg. Prepare talking points
STEP 5	Monitor the flow of information and public response to evaluate your plan and adjust if necessary
STEP 6	Review communications to determine what was problematic and less effective, and what could be improved and use the results to update your business continuity plan.

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cont.



PANDEMIC COMMUNICATIONS TEAM

Leader:

Team Meeting Frequency

Formal Communications to Stakeholders Frequency:

PANDEMIC COMMUNICATIONS TEAM

NAME & TITLE

ROLE & RESPONSIBILITY

CONTACT INFORMATION

PANDEMIC SPOKESPERSONS

NAME & TITLE

WILL SPEAK ABOUT:

CONTACT INFORMATION

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STAKEHOLDER COMMUNICATION PLAN					
STAKEHOLDER NAME	STAKEHOLDER TYPE	CONTACT DETAILS	COMMUNICATION METHOD	KEY METHODS	SPOKESPERSON
	Board				
	Employees				
	Customers and Families				
	Regulators / Local Government				
	Suppliers / Contractors				
	Emergency Services				
	Media				
	Community				
	Other				

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cont.



Key Messages:

Pandemic Communications Team: develop specific messages for all stakeholders and targeted messaging for specific stakeholder groups based on specific scenarios (e.g. service wind down, staffing obligations, support options).

KEY MESSAGE PLANNER		
AUDIENCE	TOP 3 KEY MESSAGES	DELIVERY CHANNELS & SPOKESPERSON
All stakeholders (External and Internal Context)	1. 2. 3.	
Audience 1 (Focus =)	1. 2. 3.	
Audience 2 (Focus =)	1. 2. 3.	
Audience 3 (Focus =)	1. 2. 3.	

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Post-Pandemic Review:

Once the pandemic has passed, conduct a formal analysis of what worked, what was problematic and less effective, and what could be improved prior to the next event, and use the results to update your business continuity plan.

PANDEMIC COMMUNICATION REVIEW			
STRATEGY / TACTIC	DESCRIPTION	RESULT	IMPROVEMENT POSSIBILITIES
Successful			
Successful			
Problematic			
Problematic			