



# 9 WAYS TO ACCELERATE COMMUNICATIONS DURING A CRISIS

Time is of the essence during an emergency.

A crisis communication plan helps your organization make some initial communication decisions in advance so you can accelerate the response.

1

## Plan in Advance:

Identify audiences, communication channels, and approval processes ahead of time so information can be disseminated rapidly during an emergency. *Digital Checklists* can help.

2

## Confirm the Situation:

Verify and document the facts with details, locations, and photos, if possible. *Wireless Forms, GPS Tracking, and Intra-Company Messaging* can help.

3

## Prepare Communications:

Coordinate development of messages and activities and obtain the required approvals. *Wireless Forms and Intra-Company Messaging* can help.

4

## Notify Impacted Audiences:

Notify all necessary response points of contact, and keep a record of who was notified, when, how, where and if they were reached or require follow-up. *Intra-Company Messaging and GPS Tracking* can help.

5

## Activate Crisis Plan:

Continually assess new information, the severity of the situation, the target audience, and what new information should be communicated. *GPS Tracking and Intra-Company Messaging* can help.

6

## Dispatch Support:

Confirm locations of employees and materials before dispatching the right people and right equipment where needed. *GPS Tracking and Job Scheduling/Dispatching* can help.

7

## Evaluate the Response:

Conduct post-emergency assessments to verify protocol adherence and identify improvements. *Wireless Forms and Reporting* can help.

8

## Re-educate Employees:

Share takeaways and implications from the recent situation to improve understanding, support, and preparation for future emergencies. *Wireless Forms* can help.

9

## Monitor Events:

Monitor communication activities on an ongoing basis to determine how to improve messages and the general communication strategy. *Intra-Company Messaging and Reporting* can help.

LEARN HOW

TeamWherx® can support your emergency response at

[www.actsoft.com/request-a-demo/](http://www.actsoft.com/request-a-demo/)