

# Emergency Communication Plan Template

## June 2022



Emergency communication = the dissemination of information to your key constituencies to address a crisis or emergency.

5 steps to building an emergency communications plan (click the link to go to each section): 1.

[Outline Your Objectives](#)

2. [Identify Key Audiences](#)

3. [Assign Roles & Responsibilities](#)

4. [Establish Redundancies & Contingencies](#)

5. [Assess Emergency Scenarios](#)

### Step 1: Outline Your Objectives

**Key question to consider:** What do we want to achieve through your emergency communication?

**Your objectives:**

Objective 1	
Objective 2	
Objective 3	
Objective 4	

## Step 2: Identify Key Audiences

**Key questions to consider:** Who will be most important to communicate with in an emergency situation? In what order will we plan to communicate with them? What channels will we use to reach out to them in urgent vs. non-urgent situations? How will we communicate in non-urgent situations?

**Your key audiences:**

Key Audience	Communication Channel	
	Urgent notifications	Non-urgent notifications
Faculty & Staff		
Students		
Families		
Other		

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**Key question to consider:** Who will be part of our emergency communication team, and what role will each person play?

Role	Core Responsibility
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Communication coordinator	Manages the development and execution of communication
Message drafter	Person who develops the initial drafts of all communication
Message editor(s)	Person/people who provide feedback on communication
Message approver	Person responsible for giving the final approval to send the communication

Message executor	Person who uploads and sends the message to all audiences
Family liaison(s)	Person/people who make themselves available to answer questions from families
Spokesperson	Person who speaks on behalf of the school with media

**Your team's roles & responsibilities:**

<b>Role</b>	<b>Name of Team Member(s)</b>
Communications coordinator	
Message drafter	
Message editor(s)	
Message approver	

Message executor	
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Family liaison(s)

Spokesperson

[Other]

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**Key questions to consider:** What redundancies can we build into our plan to ensure we have coverage, regardless of the circumstances? (In other words, if our primary systems and people are not available, what and who will be our back ups?)

**Your team's contingencies:**

Role	Primary Secondary (if primary Tertiary (if primary
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	is unavailable) AND secondary are not available)
<i>Communications coordinator</i>	
<i>Message drafter</i>	
<i>Message editor(s)</i>	
<i>Message approver</i>	

<i>Message executor</i>	
<i>Family liaison(s)</i>	
<i>Spokesperson</i> <i>[Other]</i>	

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**Key questions to consider:** What emergency scenarios are most likely to occur this year? What unlikely scenarios would have the greatest impact on our community? How do our primary emergency scenarios score on the risk evaluation matrix?

**Your risk assessment:**

<b>Threat</b>	<b>Probability Score Severity Score Color</b>


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**Four Response Types**

***School closures:***

- Announcement of the planned closure
- Announcement of reopening

***Campus movement restrictions (lockdown, shelter in place, secure campus):***

- Announcement of movement restriction
- Announcement of movement restriction continuing
- Announcement of movement restriction being lifted
- Follow up email message to your community (explaining why the movement restriction took place and how it was resolved)

***Evacuation with return to campus:***

- Initial evacuation instructions
- Communicating the continuation of evacuation
- Announcement about the return to campus
- Follow up email message to your community (explaining why the evacuation took place and how it was resolved)

***Evacuation requiring off-site reunification:***

- Initial evacuation instructions
- Communicating the continuation of evacuation
- Announcement about off-site reunification plan
- Follow up email message to your community (explaining why the evacuation took place, and plans for next steps)

## Example Lockdown Templates

### **1. Example of template message for initiating lockdown:**

Assalaamu 'Alaykum. ABC School has been placed on lockdown. If you are on campus, please lockdown now. If you are off campus, please stay away until further notice. Safety is our top priority. We have notified the local authorities and will provide an update in 30 minutes.

### **2. Example of template message for lifting lockdown:**

Assalaamu 'Alaykum. This is a follow-up message to confirm that the lockdown at ABC School has been lifted. Alhamdulillah, all students are safe and classes can resume their normal activities. Thank you for your partnership to ensure our community's ongoing safety. We will share additional information in a follow up email this afternoon.

### **3. Example template of follow up email message:**

Assalaamu 'Alaykum ABC School families,

Our highest priority is the safety and well-being of our community. Alhamdulillah, our students and staff are now safe after today's lockdown. We are writing to share additional information about today's event.

During school hours today, we add details about what prompted the lockdown. As soon as we learned of this, we explain steps the school took to keep students and staff safe. We explain how the situation was resolved and address whether anyone was hurt.

Address next steps and any actions the school is taking to prevent similar accidents from occurring again.

We are grateful to acknowledge anyone who was helpful in the response, who responded quickly to keep our students safe, Mash-Allah. We note what the school already has in place to ensure ongoing safety. If you have any questions or concerns about school safety, please reach out to add name of family liaison.

Jazakum Allahu Khairan