

Steps	What to consider	What to remember
1. Define what a crisis means for your company	- Is it an out of the ordinary event – for example, a product recall, reputational challenge, severe weather? - Or will you also include more foreseeable events – for example, layoffs, M&A, market speculation?	As with all these points, there is no right answer, only what works best for your organisation. So, you need to be clear on what determines a crisis for your company, including criteria (employee safety, share price etc).
2. Establish and communicate roles and responsibilities	- Who are the communications coming from – the CEO, HR, Internal Communications? - Who is writing the internal communications? - Who needs to approve the internal communications? - Who is issuing the internal communications? - Nominate a person or team to be the single contact during the crisis.	This is about being crystal clear on who is doing what with regards to internal communications.
3. Create a single source of truth	- Decide where you are going to post the latest information and advice for employees. - Remember – it’s important that you can reach all your people at the same time, with the same message. - Ensure that there is a mechanism to receive and respond to employee feedback.	Using an employee app such as Workvivo enables you to connect directly with your frontline and desk-based employees. Creating a single source of truth for everyone will give your people clarity, increase their confidence in your organisation, and build trust.
4. Provide clear guidance on what you expect employees to do	- Give clear and concise instructions to your frontline employees on what you want them to do. - Be explicit about what they can and cannot say to the public about the issue. - Reinforce employees’ responsibilities about their own use of social media – including what they can and cannot share. - Be clear on how long any advice is valid until – a certain day/time, further notice etc.	Employee apps allow for this information to be shared quickly across your entire organisation, so no one is in the dark.
5. Establish feedback mechanisms	Tell them where they can ask questions or raise concerns. An internal comms app like Workvivo has built-in social features where people can share how they’re feeling, stories, and support each other.	In a crisis, it’s crucial that your employees on the ground can give feedback.
6. Make it two-way	- Two-way conversations and active listening are an invaluable source of information, and reassure your people. - Workvivo has several options to collect employee feedback. Polls can give a quick snapshot of overall sentiment, while a direct request for comments through a leadership blog or post can deliver more in-depth ideas and suggestions.	Talk with, not at.
7. Communicate with staff in real-time	- Your people must hear from you first, not the media or public. - Be clear on when they can expect updates – will you issue them only when you have news, or at regular intervals regardless? - Managing expectations is essential to avoid rumours and misinformation spreading.	Employee apps ensure news can be instantly pushed out to everyone in your organisation, with no delays and no chance for them to hear it elsewhere first.
8. Best practices for written communications	- Adopt a neutral tone-of-voice. - Use clear language with no jargon. - Be brief. - Share facts not feelings. - Express empathy, but remain calm and composed.	Video is particularly good for connecting emotionally with your people. Workvivo’s social features mean leaders can share videos and reach their people in real time, reassuring them and delivering key messages.
9. Encourage community and connection	Provide a space for your employees to come together independent of leaders.	A crisis can exacerbate employee feelings of loneliness. An employee app helps your people remain connected to each other, bond over shared experiences, and provide some light relief. Crises can be stressful, and go on for months. It’s vital employees have a community they feel part of and will support them.
10. Run a post-mortem	- Once the crisis has passed, run a detailed post mortem. - Adjust your crisis management plan accordingly. - Share your findings with your people.	Workvivo enables you to thank employees, share your learnings from the crisis, and talk openly about what you would do differently next time. Doing so will increase engagement, bolster your reputation, and ensure you’re better prepared next time. The key in any crisis is to be as prepared as you possibly can. When they do hit, it’s essential that you have a way to communicate with your people clearly and quickly, and employee apps are a great way to do this.