

Crisis Response

Communications & Media

The first hours, when the facts are thin and silence is read as guilt.

Order of operations under time pressure.

1

People first

Safety, welfare and the affected before any communication decision.

2

Establish facts

One verified log. Separate confirmed, unconfirmed and unknown explicitly.

3

Acknowledge fast

Say what you know, what you do not, and when you will update.

4

One voice

A single named spokesperson and a single channel of record.

5

Notify directly

Affected people, staff and regulators hear from you, not from the news.

6

Update on schedule

Keep the promised time even when there is nothing new to add.

Educational reference. Incident notification duties and their deadlines are set by law and sector rules. Take legal advice locally.