

CRISIS COMMUNICATIONS CHECKLIST



When a crisis occurs, first follow the [DASNR Crisis Communication Plan](#).

Then, use this checklist and [work with Agricultural Communications Services](#) to determine other necessary action.

SOCIAL MEDIA SUPPORT

- Do you have any scheduled social media posts that may appear insensitive? Pull them down before they go live.
- Do you need help developing or scheduling social media posts (including messages and graphics)?
- Do you need someone to manage your social media accounts for you?

MEDIA RELATIONS SUPPORT

- Do you need help working with reporters to determine deadlines or schedule interviews?
- Do you need help working with reporters to identify angles?
- Do you need help identifying subject matter experts?
- Do you need media advisories or press releases to alert the press?

EDITORIAL SUPPORT

- Do you need help writing a press release?
- Do you need help editing a press release you wrote?
- Do you need help sending out press releases?
- Do you need help identifying existing resources you can use?
- Is the crisis a natural disaster or topic covered in one of ACS's [Resource Centers](#)? You may use content as needed.

VIDEO SUPPORT

- Are there existing educational videos, television show content or YouTube videos about the topic? You can use content as needed.
- Would our constituents benefit from a timely or future segment about the topic or crisis on one of our two television shows (SUNUP & Oklahoma Gardening)?

WEB SUPPORT

- Will you need to add content to or update your website to communicate with constituents or the media?

PHOTO SUPPORT

- Will you need photo documentation?
- Are there existing photos on [Kitchen Sink](#) about the topic? If you can't find what you need, there may be photos in our offline archives.

GRAPHIC DESIGN AND PUBLICATIONS SUPPORT

- Will you need graphics or publications developed to support your efforts?
- Are there [Fact Sheets](#) about the topic you can use to support your efforts? You may use content as needed.



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