

Your Social Crisis Worksheet

Ask yourself these questions before a crisis (of any kind) occurs in order to prepare.

The Basics

What is the type of crisis you are most likely to have?

Staffing

Who would your social spokesperson be in a crisis? (This may be a different person for each type of crisis.)

Who would you turn to if you needed to “tap out”?

Who do you need to run statements past?

Audits

Who has the passwords to your accounts?

How could you access your social accounts and websites outside of the office?

How could you turn off automatic updates? Who else could do that for you?

Content

What sources do you trust to retweet or share?

Where would you post updates for your business/organization? Where would you refer social updates to?

In an internal crisis, do you want to acknowledge and keep the process internal, or expose the process? Can you expose the process to your followers, or do regulations/rules prevent you from doing so?

Do you want to respond to every tweet or post?

Worksheet created by Kat Hasenauer Cornetta, June 2013

With questions or suggestions, contact me at katcornetta@gmail.com.