

# Seaside Sustainability Crisis Communications Plan

*(Edited and adopted October 3, 2022)*

## **SCOPE OF CRISIS MANAGEMENT PLAN:**

Seaside Sustainability's (SSS) Crisis Communications Plan (CCP) is intended to ensure that, in the event of a crisis, disaster, or emergency, information about the crisis and the action being taken is disseminated appropriately, accurately, and clearly. Generally, an issue requiring the use of this CCP will fall into one of two categories:

1. **Emergency:** Any situation that may involve or threaten to cause loss of life or injury.
2. **Non-Emergency:** Any situation that threatens the reputation or stature of the SSAC, poses legal ramifications, but does not pose a direct physical threat to employees, students, or property. Crisis communication about situations that are controversial or sensitive in nature, but are not crises or emergencies will be handled by SSS management team member(s)

Whether a crisis is deemed an emergency or non-emergency does not necessarily reflect on the gravity of the situation, particularly in terms of long-term consequences. In all cases, SSS needs to provide full disclosure of factual information as quickly as possible, communicate instructions if necessary, and make decisions with full regard to individual privacy and legal responsibility.

## **PURPOSE:**

The purpose of the CCP is to serve as a guideline for implementing an effective response to crisis situations. No plan can cover all scenarios in which emergency action may be needed; therefore, the plan is fluid and adaptable.

## **CRISIS COMMUNICATIONS TEAM:**

1. Eric Magers, ED
2. Jesse DeBenedictis, BOD
3. Katie Costa & Emily Doughery, HR

## **RESPONSIBILITIES:**

In case of an emergency, first priority should be given to notifying appropriate emergency response agencies, specifically police, fire, or ambulance departments. If a crisis situation should occur, SSS Management Crisis Team will mobilize and decide all appropriate measures to be taken in response to the crisis using its own detailed operational structure to guide its response (include, but are not limited to):

1. Clarifying facts surrounding the crisis and their impacts
2. Determining how to notify the community of the incident
3. Deciding if additional support services are needed
4. Directing internal and external communications content during and after the crisis
5. Reminding staff to refer all inquiries to the Crisis Communication Spokesperson

To the extent possible, the following information should be gathered:

1. Nature and location of emergency/disaster
2. Whether persons have been injured
3. Extent of property damage
4. Disaster potential

#### **CRISIS COMMUNICATION PROCEDURES:**

1. Have a pre-arranged meeting place for the crisis communication group
2. Assess the situation – gather all the facts and verify them
3. Initiate the Crisis press release template – minimizes potential mistakes in releasing information.
4. Designate a spokesperson
5. Designate a media center – stabilizes the crisis area.
6. Do not release names of dead or injured until relatives are notified - Out of respect for families involved, this should be enforced during crises involving death or injuries.
7. Respond to all media inquiries, but if you don't know the answer, say so - It is better for you to respond with, "I don't know right now, but I will try to get that for you as soon as possible."
8. Do not speculate - Credibility during a time of crisis is extremely important. Speculation into something may ruin that credibility.
9. Manage the information – We will control the flow of information to the media.
10. Monitor social media and disseminate all releases and info on social media channels.