

## Crisis Communications – Update

### 1.0 Introduction

- 1.1 A crisis communication plan (CCP) was agreed by Communications Committee in June 2016. The plan is intended to support staff and student officers through the communication challenges surrounding a crisis (as distinct from resolving the crisis itself).
- 1.2 This paper provides an update on the implementation and use of the crisis communication plan in the meantime, and suggests further steps for embedding good practice and developing our capacity to handle such situations in future.

### 2.0 Work so far

- 2.1 A number of incidents in the last six months have led us to make use of at least some elements of the CCP. These include, but are not limited to:
  - 2.1.1 The EU referendum result
  - 2.1.2 Injury to a caving club member after a fall in a cave in Slovenia
  - 2.1.3 Technical failures affecting the October elections cycle
  - 2.1.4 Serious injury to a group of medical students in a car accident
- 2.2 The CCP is now available online, with physical copies located in management offices.

### 3.0 Next steps

- 3.1 Now that a plan has been written, the next steps are to refresh staff awareness of it, and to test its operation. An external contractor could be hired to arrange a scenario-based exercise that tests our capacity, or alternatively, we could arrange one in-house.
- 3.2 An exercise should test the following:
  - 3.2.1 Awareness of the crisis communications plan and resources
  - 3.2.2 Accuracy of the resources
  - 3.2.3 Efficacy of the Crisis Response Team (CRT) structure
  - 3.2.4 Leadership of the CRT under pressure
  - 3.2.5 Ability to review and learn from crises for future reference

### 4.0 Recommendations

- 4.1 SMG generate options for a scenario-based test of our crisis communications readiness, with a **test option selected in January 2017** and the scenario enacted **by March 2017**.
- 4.2 A review of the scenario should be written in time for discussion at the following Communications Committee meeting.