

SOBC Crisis Communications Action Plan: Staff & Locals

Within 30-60 mins

1. IS IT A CRISIS?

1. Is there a current or potential threat to SOBC's reputation or operations?
2. Does the threat have the potential to generate significant public scrutiny?
3. Could the threat erode or destroy trust in the organization?

When collecting and reviewing information:

We must be careful to distribute only the information we are absolutely certain of. SOBC must not spread misinformation or hearsay.

That said, SOBC needs to hear from you as soon as possible. So don't wait until you know "everything" to contact SOBC - share what you know to the best of your ability, and label what is fact and what's rumour.

Within 60-90 mins

2. WHAT DO I DO?

As quickly as possible, gather the key factual information:

- **What happened?**
- **Where did it occur?**
- **When did it occur?**
- **Who is involved?** (full names)
- **Who else is affected?**
- **What caused it?**
- **Why are we concerned?**
- **What do we not know yet? When will we know more?**

3. WHO DO I CONTACT?

As quickly as possible:

- Staff: Contact Dan
- Locals: Contact the VP Sport: Call/text 250-802-4019 or email mcruckshank@specialolympics.bc.ca
- That person will notify SOBC's Senior Leadership Team (President & CEO, VPs of Sport and FD/MarComms, Directors of Operations and MarComms)

Ongoing roles 90+ mins

WHAT SOBC SLT WILL DO

- Gather available information.
- Categorize the risk – low (monitor), medium (prepare & react), high (proactive activation).
- Assess impact on stakeholders.
- Determine communications approach, and activate when needed.
- Continue communicating with staff/Locals who are directly involved.
- Review and adjust, as needed.
- Monitor for misinformation and emerging trends.

YOUR POTENTIAL ROLE

- Continue monitoring, documenting, and updating SOBC SLT.
- When necessary, work with SOBC & supplied messaging to execute local stakeholder communications.
- Monitor for misinformation and emerging trends.