

Crisis Communications Plan for Synthetic Users

1. Crisis Communication Team (CCT)

- **Kwame Ferreira, CEO:** Lead Communications Officer, orchestrates the crisis communication strategy, ensuring messaging is consistent across all channels.
- **Kwame Ferreira, CEO:** Approves final communications for high-level crises and acts as the spokesperson for significant media inquiries.
- **Artur Ventura, CTO & CISO:** Provides technical details and updates for crises involving system failures or security breaches.
- **Zumbi Ferreira, CFO:** Advises on financial impact communications and investor relations.
- **Mono Law LLC:** Offers legal oversight on communication content to ensure compliance and manage risk.

2. Communication Channels and Stakeholder Mapping

- **Internal:** Email blasts within 30 minutes for urgent updates, Slack channels for real-time discussions, and scheduled Zoom calls for comprehensive briefings.
- **External:**
 - **Clients:** Direct emails and personalized messages for high-priority updates, with a commitment to initial communication within 1 hour of crisis confirmation.
 - **Media and Public:** Press releases to major tech and business outlets within 2 hours, social media updates every 30 minutes during critical periods, and a dedicated crisis webpage for ongoing updates.

3. Key Messages

- **Data Breach Example:** "We've identified a security breach impacting certain client data. Immediate steps were taken to secure our systems. We're working with cybersecurity experts to assess and mitigate the situation. Transparency and the security of our clients' data are our utmost priorities. Please contact [designated contact] for more support."
- **Service Outage Example:** "We're experiencing a service outage affecting [specific services]. Our team is currently implementing a fix, with expected resolution within [timeframe]. We understand the importance of [service] to your operations and are

committed to restoring normal service levels as swiftly as possible. Updates will follow every [interval]."

4. Crisis Communication Procedures

- **Crisis Detection and Initial Assessment:** Within 30 minutes of detecting a potential crisis, the CCT convenes a virtual meeting to assess severity and impact.
- **Message Development and Approval:** Kwame Ferreira drafts initial communications based on the situation template, with Kwame Ferreira providing final approval within 15 minutes for rapid response scenarios.
- **Distribution and Monitoring:** Communications are distributed via predetermined channels, with a team assigned to monitor responses and media coverage in real-time, ready to adjust messaging as needed.

5. Training and Simulations

- **Annual CCT Training:** Includes media training for spokespeople and scenario-based workshops for drafting and approving messages under pressure.
- **Biannual Crisis Simulations:** Enact real-time crisis scenarios, testing the CCT's response to various crisis types, from cybersecurity incidents to PR issues.

6. Post-Crisis Evaluation

- **48-Hour Review Meeting:** Assess the timing, effectiveness, and stakeholder reception of the crisis communications.
- **Detailed Report:** Within one week, produce a report outlining actions taken, communications issued, areas for improvement, and recommendations for future responses.

7. Documentation and Maintenance

- **CCP Document:** A digital, easily accessible document outlining the CCP, complete with contact lists, channel specifics, message templates, and a protocol timeline.
- **Semi-Annual CCP Review:** Update the CCP to reflect any changes in team structure, technology, or stakeholder needs.

Example Timelines and Checklists

Immediate Response Checklist

- Convene CCT via emergency call.
- Assess the crisis and determine the level of response needed.
- Draft initial communication using the appropriate template.
- Secure approval from CEO or designated approver.
- Distribute initial communication across selected channels.
- Set up a monitoring team to track responses and media mentions.

Communication Timeline

- **0-30 minutes:** Crisis assessment and CCT assembly.
- **30-60 minutes:** Initial internal communication and drafting of external messages.
- **60-120 minutes:** External communication launch and ongoing monitoring setup.