



Strong Schools Start with Strong Crisis Planning

A clear, actionable crisis communications plan protects students, supports staff, and restores order when it matters most.

Every school needs a crisis response plan that spells out exactly what to do when the unexpected happens. Whether the threat is a natural disaster, an intruder, or a tragic event, having a written plan prevents chaos, reduces liability, and equips staff to act quickly and confidently.

A strong plan outlines roles, communication channels, and procedures so teachers and administrators can respond immediately, keep families informed, and help students recover. Crisis communications professionals can also audit your current systems, identify weaknesses, and build a customized roadmap that ensures your school is prepared on every front.

10 Key Steps of a School Crisis Communications Plan

1. Share information with the media only when it's accurate and verified.
2. Coordinate and schedule media interviews in line with reporter deadlines.
3. Create and distribute press releases as updates occur.
4. Post updates on social media, monitor comments, and respond as needed.
5. Build and maintain an updated, comprehensive press list.
6. Stop false rumors quickly and replace them with correct information.
7. Use local cable and community networks to share timely updates.
8. Align and coordinate all information shared with school personnel.
9. Prepare key school officials for interviews when appropriate.
10. Establish a central hub for calls and information requests from families and the community.



Ready to strengthen your school's crisis readiness?

Connect with Red Banyan to build a clear, customized crisis communications plan that protects your community and ensures you're prepared for any scenario.