LucidSeal

Template: Communications Checklist

Communicate clearly, calmly, and consistently when it matters most.

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Change Log

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Template: Communications Checklist

This checklist helps teams prepare and deliver clear communication before, during, and after a digital disruption, outage, or incident. It supports trust, accountability, and resilience by ensuring people know what's happening - and what's being done.

Tips for Use: *Use this checklist when planning responses or updates around an outage, breach, or major change. It helps ensure the right people hear the right message at the right time.*

- *Keep tone calm, professional, and human.*
- *Avoid over-promising - commit only to what you can verify.*
- *Plain English beats technical jargon every time.*
- *Update one master message, then distribute consistently.*

Before an Incident - Be Ready

☑ Build your contact list

- Who needs to know? (staff, customers, suppliers, partners, regulators)
- Keep updated email, SMS, and social media contacts.
- Identify media spokesperson(s).

☑ Prepare message templates

- Draft short, adaptable messages for:
    - *Awareness* ("We're aware of an issue…")
    - *Updates* ("We're still investigating…")
    - *Resolution* ("The issue has been fixed…")
- Use plain language, not jargon.

☑ Decide communication channels

- Website banner or status page

- Email or SMS notifications
- Social media updates
- Phone or in-person briefings (where relevant)

☑ Set expectations

- Who approves messages?
- What is your ideal response time for first notice and updates?
- Who owns communication if your systems go down?

During an Incident - Be Clear

☑ Acknowledge quickly

- Confirm awareness within 30–60 minutes where possible.
- Say what you *do* know and what's being done.

☑ Stay factual

- Avoid speculation.
- Keep updates short and consistent across all channels.

☑ Show accountability

- Use clear ownership: "Our team is investigating."
- Acknowledge impact: "We know this affects your business."

☑ Maintain rhythm

- Provide regular updates, even if there's no new detail.
- Keep timestamps visible ("Updated 3:15 PM AEDT").

After an Incident - Be Transparent

☑ Close the loop

- Announce resolution and recovery steps.
- Thank people for their patience or help.

☑ Share what you learned

- Post a brief "What Happened / What We're Doing" summary.
- Include steps being taken to prevent recurrence.

☑ Collect feedback

- Invite comments from affected staff or customers.
- Capture lessons for the *Post-Incident Reflections* template.

☑ Review internally

- Did the right people communicate at the right time?
- What could be improved next time?