



The Essential

Social Enterprise

Crisis Communications Checklist

A quick-start guide for social enterprise leaders and marketers who want to mitigate crises that come from a misalignment of messaging, mission and management.

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## ABOUT THIS GUIDE AND PROSPER STRATEGIES

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This checklist was created by Prosper Strategies for organizations like yours that want to improve the way they communicate in times of crisis.

Prosper Strategies is a Chicago-based marketing and PR firm that works with nonprofits and changemaking organizations to drive meaningful, measurable growth.

Our clients span industries including social enterprise, education, healthcare, tech, professional services and the nonprofit sector, but no matter their focus, they have one thing in common: they want to improve their bottom line, and in turn, accelerate their impact.

Are you ready to drive change together? Visit us at [prosper-strategies.com](https://prosper-strategies.com) or contact us at [hello@prosper-strategies.com](mailto:hello@prosper-strategies.com)

# THE ESSENTIAL SOCIAL ENTERPRISE CRISIS COMMUNICATION CHECKLIST

Does your social enterprise have an established crisis communication plan? Every organization needs one, but as a social enterprise, it's even more important for your company to be strategic in times of crisis.

**Why?** Your stakeholders can smell a misalignment between your mission, messaging and management a mile away. One misstep in a time of crisis can be killer. Just look at [THINX](#).

**Here's a checklist you can use to make sure you're covering all your basis should a crisis arise:**

- We have an established crisis communications plan that includes defined roles, sample statements and a policy for who can speak on behalf of our organization
- We're constantly referring back to that plan
- We're addressing the issue that caused the crisis head-on
- We're anticipating possible outcomes of each action we take and each message we deliver
- We're doing everything we can to control the message
- We've adhered to external standards for accountability (like LEED or B Corp) and we're communicating how those standards will help us mitigate the crisis situation
- We're giving our stakeholders a way to interact with us to get more information
- We're working with a PR firm that has experience in crisis communication
- We're making immediate, authentic, visible changes to resolve key problems
- We're being active, not reactive
- We're ready to conduct a postmortem after the crisis is resolved to determine what we could have done differently and find opportunities to improve for the future

## Want more?

Visit [prosper-strategies.com/crisis-communication-thix-pr-crisis](https://prosper-strategies.com/crisis-communication-thix-pr-crisis) for our assessment of what NOT to do as a social enterprise in crisis. Then, when you're ready to get to work, contact us at [hello@prosper-strategies.com](mailto:hello@prosper-strategies.com). We've helped dozens of social enterprises like yours navigate challenging crisis communication situations.