



# 6 People You Need on Your Crisis Communications Team

Bad news can travel the globe in an instant, so proactively assembling a crisis communications team is critical to a company's long-term success. With the right group of people in place, you can respond immediately if and when a crisis hits. Below, we break down who you need on your team.

## 1. Crisis Communications Director

Typically a senior marketing/communications executive, this person:

- Assembles and leads the team
- Oversees the development of a crisis response playbook
- Serves as point guard when a crisis hits

## 2. Legal Department

The legal department understands and manages issues that other departments may overlook.

This team:

- Provides input on legal risks
- Ensures contractual and regulatory compliance
- Reviews all messaging before it is released

## 3. Spokespeople

To garner trust from your audience, your spokesperson should be a person of authority (often a senior-level executive) who:

- Participates in on-camera interviews
- Conducts public and employee meetings
- Conveys key messages

## 4. Media and Social Media Team

Because most people obtain news from the media and social media, make sure you have a team in place to:

- Develop news and website content
- Monitor social media channels
- Create strategies for responding to negative social media posts
- Manage public sentiment

## 5. HR & Internal Communications

Every crisis is also an employee crisis, so make sure you have an internal team who:

- Determines how, where and when to notify employees of the crisis
- Keeps internal constituents updated

## 6. Subject Matter Experts

Typically not public-facing members of the group, SMEs collaborate with the rest of the crisis communications team to:

- Provide specific expertise on the crisis, product, or department
- Assist in content development before release to news media

By proactively assembling a crisis communications team, you can be ready to respond to an emergency situation the moment it arises. For more guidance on how to form or execute your crisis communications strategy, please [get in touch](#).