



## CRISIS COMMUNICATION SUPPORT

**Situation:**

**School:**

**Date:**

**Time:**

## Templates – Immediate Communication

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**Staff Message** (via email or stand-up meeting)

Audience(s): Onsite staff

**Student Message** (over intercom)

Audience(s): Onsite staff and students

**Website Message** (Communications will post)

Audience(s): Everyone

Website message text....

We will update this webpage as more information becomes available.

**Text Message** (through Blackboard, sent by communications unless you ask to do it)

Audience(s): Parents and Guardians

[Name of School(s)] is now in lockdown...etc. More at [everettsd.org](http://everettsd.org)

**Phone Call** (through Blackboard, sent by communications unless you ask to do it)

Audience(s): Parents and Guardians

At the request of the [Name Police Department], [Name of School(s) is/are] in lockdown due to etc

Please avoid going outside or calling the school until the lockdown is lifted. Visit our website for more information and updates at [everettsd.org](http://everettsd.org) More information will be shared as it becomes available.

**Email** (through Blackboard, sent by communications unless you ask to do it)

Audience(s): Parents and Guardians



## CRISIS COMMUNICATION SUPPORT

At the request of the [Name Police Department], [Name of School(s) is/are] in lockdown due to etc

Please remember that we work very hard to keep your children safe. We urge you to avoid going outside or calling our office until you are notified that the lock down has been lifted. This allows us to maintain a safe environment for our students and staff as well as respond quickly to any emergency communication.

Please visit our website for more information and updates at [everettsd.org](http://everettsd.org). More information will be shared as it becomes available.

**Social Media** (communications will post and you should on your school accounts as well)  
Audience(s): Parents and Guardians, Neighbors, Media, Community

*Approx. 109 Characters:*

Text here

*Approx. 234 Characters:*

Text here

### **Talking Points for Answering Phone Calls**

#### **Approved Information for Distribution:**

- [Name of School(s) is/are] in lock down, at the request of the [Name Police Department] due to [share reason, e.g. police activity or environmental hazard in the area]. ETC
- We are cooperating with first responders to ensure the safety of our students and staff.
- Please avoid going outside or calling the office until the lock down has been removed.
- You can visit our website for information regarding the incident at [everettsd.org](http://everettsd.org)
- Please remember that we work very hard to keep our students and staff safe.

#### **Tips for Responding to Phone Calls:**

- Focus on school safety
- Display empathy
- Stick to the facts
- Do not share sensitive information or opinions (e.g. information infringing on student privacy or affecting the outcome of the situation)
- Share steps that the school/district has taken to resolve the situation
- Share how the caller can get more information as it becomes available (website, social media)

#### **For Calls from the Media:**



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- Share only the approved information for distribution (above).
- Let them know you need to keep this line open for emergency communication, however the district will provide up-to-date information on its website at [everettsd.org](http://everettsd.org)
- Have them call the district PIO at 425-385-4040