

SOP: Crisis Communication Plan for Staff, Students, and Parents

This SOP details the **crisis communication plan** to effectively manage and disseminate information to staff, students, and parents during emergencies. It includes communication protocols, designated spokesperson roles, message approval processes, notification systems, and methods to ensure timely, accurate, and transparent information sharing. The objective is to maintain trust, reduce confusion, and ensure the safety and well-being of the entire school community.

1. Objective

To establish a clear and effective communication process during crises for timely information delivery to staff, students, and parents, preserving safety, confidence, and transparency within the school community.

2. Scope

This SOP applies to all emergency situations that impact operations, safety, or well-being of anyone in the school community.

3. Designated Roles & Responsibilities

Role	Responsibility
Principal (Crisis Spokesperson)	Primary decision maker and official voice for external communication.
Assistant Principal	Supports spokesperson; manages internal communications.
Communications Officer	Drafts, reviews, and distributes messages; manages media inquiries.
IT/Systems Admin	Ensures all communication systems (SMS, email, website) are operational.
Crisis Response Team	Advises on crisis status; supports logistics and updates.

4. Communication Protocols

- Use clear, concise, and consistent messaging at all times.
- Prioritize accuracy of information over speed if there's a conflict.
- Never disseminate unverified or sensitive details.
- Translate communications as necessary for non-English-speaking families.

5. Message Approval Process

1. **Information Gathering:** Crisis team gathers essential facts.
2. **Drafting:** Communications Officer drafts message.
3. **Review:** Spokesperson and Assistant Principal review and approve content.
4. **Approval:** Principal gives final approval.

6. Notification Systems

- **Email Blast:** Primary method for detailed updates.
- **SMS Text Alerts:** For immediate, urgent notifications.
- **School Website Updates:** For ongoing updates and FAQs.
- **Automated Phone Calls:** For critical announcements.
- **Social Media:** Supplemental updates (as appropriate).

7. Communication Methods & Frequency

- Immediate notification within 30 minutes of confirmed crisis.
- Updates every 1-2 hours as new information becomes available.
- End-of-day summary update for staff, students, and parents.

8. Documentation & Record Keeping

- Retain copies of all outgoing crisis communications.
- Maintain a communications log (date, time, method, recipients).
- Document questions and feedback received from the school community.

9. Review & Continuous Improvement

- Debrief crisis communication efficacy within one week after the event.
- Solicit feedback from recipients to improve future plans.
- Update SOP annually or as needed.

10. Contact Information

Role	Name	Email	Phone
Principal	[Insert Name]	[Insert Email]	[Insert Phone]
Communications Officer	[Insert Name]	[Insert Email]	[Insert Phone]
IT/Systems Admin	[Insert Name]	[Insert Email]	[Insert Phone]