



ILF Scotland Crisis Communication Plan

Date reviewed: July 2021

Next review: July 2022





Introduction:

This crisis communication plan will outline ILF Scotland's plan and procedures in managing any unexpected events or crisis situations, which will directly impact the organisation, its reputation or its stakeholders.

The plan will outline the external and internal communication procedures and guidelines that would be used for dealing with a variety of unanticipated situations and to ensure staff are familiar with these processes.

Objectives:

- 1. To assess the situation and determine whether a communications response is required.
- 2. If a response is essential, the Communications Manager will liaise with the Chief Executive Officer (CEO) and/or the Chief Operating Officer (COO) to advise and make recommendations on appropriate responses.
- 3. If immediate action is required, ILF Scotland must:
- Identify those stakeholders that should be informed about the situation.
- Communicate facts about the crisis.
- Restore order and/or confidence.

Organisational Procedure

External Communication

In the event of a crisis where a response is required, the Communications Manager will liaise with the Chief Executive Officer (CEO) and the Chief Operating Officer (COO) to determine what this should be. The Communications Manager will be responsible for fielding, monitoring and evaluating all communication and the CEO and COO will be the two main spokespeople in the event a public, verbal response needs to be issued to external stakeholders. The Communications Manager will make a log of any further external communication or enquiries. Please see annex 1 for more detailed information on this process.





Internal Communication

In the event of a crisis, the Communications Manager will be responsible for all internal communication and for informing all staff. This will be done primarily by email, however, if necessary, the Communications Manager will hold a briefing with all staff to update them on the actions being taken. Please see annex 2 for more detailed information on this process.

Staff Responsibilities

Staff Member	Role
Communications Manager	To field, monitor, log and evaluate all communication during a potential crisis. In addition, they are responsible for liaising, advising and closely working with the CEO, COO and, if necessary, the Scottish Government Communications team and Sponsor team.
Chief Executive Officer	1 st Spokesperson (if a public, verbal response is required).
Chief Operating Officer	2 nd spokesperson (if a public, verbal response is required).
Senior Communications Officer	To support the Communications Manager with the monitoring and logging of external communication, with a focus on digital and online communication.
All other staff	To field any incoming enquiries in relation to a crisis to the Communications Manager or the CEO. It must be noted that all staff must not respond to any enquiry with the words, 'no comment' and should follow advice instructed by the Communications Manager and/or CEO.





Audiences for Communication

Depending on the particular potential immediate crisis, the following stakeholders should be contacted:

- Staff
- Board of Directors
- Media
- ILF Scotland Recipients and Award Managers
- Scottish Government Sponsor Team
- Scottish Government Communications Team

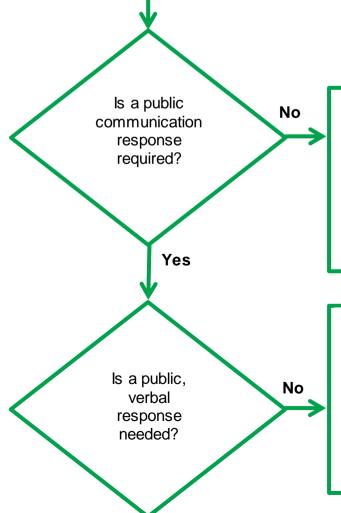




Annex 1: Flowchart of External Communication Procedure

If enquiry comes through the main phone line/enquiries email in relation to a potential crisis situation, Specialist Caseworkers must refer this to the Communications Manager.

Communications Manager aware of potential crisis situation (whether this is directly or through Specialist Caseworkers) and liaises with the Chief Executive Officer /Chief Operating Officer to determine whether a public communications response is required.



Continue to monitor and check any further coverage to ensure that if a crisis does occur the organisation is aware and it is dealt with appropriately.

The Communications
Manager will produce a
written, factual holding
statement (in agreement
with CEO / COO). This
statement will be provided to
external stakeholders, i.e.
media outlets and published
externally on social media.



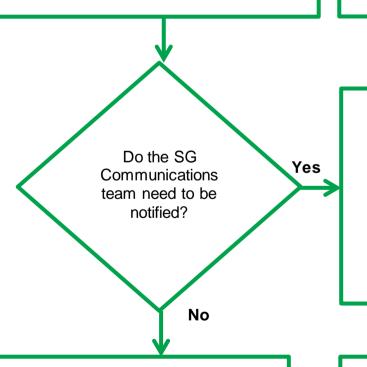




If a public, verbal response is needed, the Communications Manager will advise and work with the CEO /COO (as the two main spokespeople) to work out whether a larger media briefing needs to be held or whether separate verbal responses need to be issued. This will depend on the particular crisis that has occurred. Depending on the situation, i.e. if the crisis is related to policy, then the Communications Manager should liaise with the Director of Policy and may need to liaise with the Scottish Government Sponsor team and the Scottish Government Communications team.

Following this, the
Communications Manager will
monitor traditional media
coverage and will keep a log of
any incoming calls or emails.
The Senior Communications
Officer will monitor and log any
developments on social and
digital media and respond to
any queries via this method.

The Communications Manager will also alert the CEO and COO of any changes or any further enquiries if requested.



Depending on which public, verbal response has been decided, this will be undertaken by either the CEO or the COO.

The Communications
Manager will liaise with the
SG Communications team
and Sponsor team as to
how they wish to proceed
and if they want to organise
a media briefing or produce
a public statement from the
Minister's office.

Following whatever decision is made by the SG Communications team, the Communications Manager will continue to work closely with the team and monitor any further coverage and update them accordingly.







Following any public, verbal response issued, the Communications Manager and Senior Communications Officer will keep a log of any further coverage or enquiries relating to the crisis.

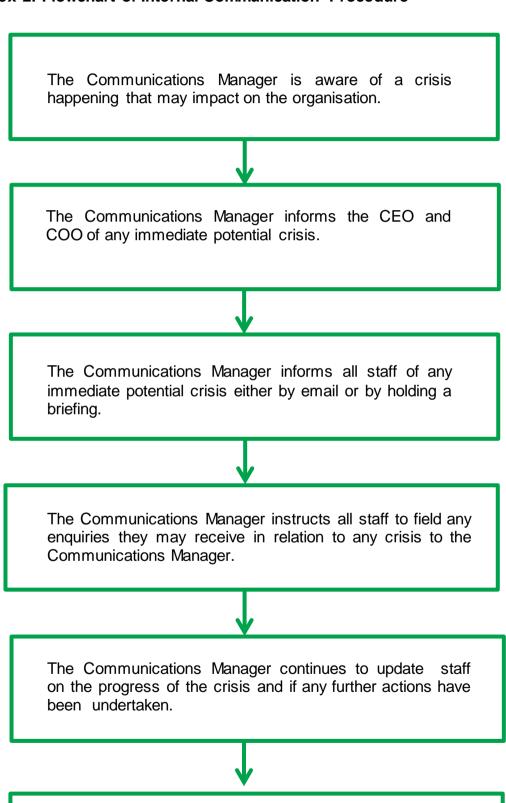
The Senior Communications Officer will continue to monitor any specific developments or further actions relating to social media and feed these back to the Communications Manager.

If any further action is needed, this will be undertaken by the Communications Manager, in discussion with the CEO and COO. If any further evaluation needs to be undertaken in the event of any future potential crises, this will be done by the Communications Manager.





Annex 2: Flowchart of Internal Communication Procedure



The Communications Manager updates staff following any evaluation work undertaken in the event of any future crisis.





Annex 3: Sample Contact Log

Date	Contact Details	Topic	Action
	Name:		
	Email: Phone: Company:		
	Name: Email: Phone: Company:		
	Name: Email: Phone: Company:		
	Name: Email: Phone: Company:		





Annex 4: Sample Press Release Holding Statement



For Immediate Release

Contact: Holly Child

Email: Holly.Child@ILF.scot

Phone: 07890 559 196

Title

Brief description/background (2 lines max).

Main content (what, when, where, who, why).

Brief quote from CEO/COO in relation to crisis.

- Ends -