

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

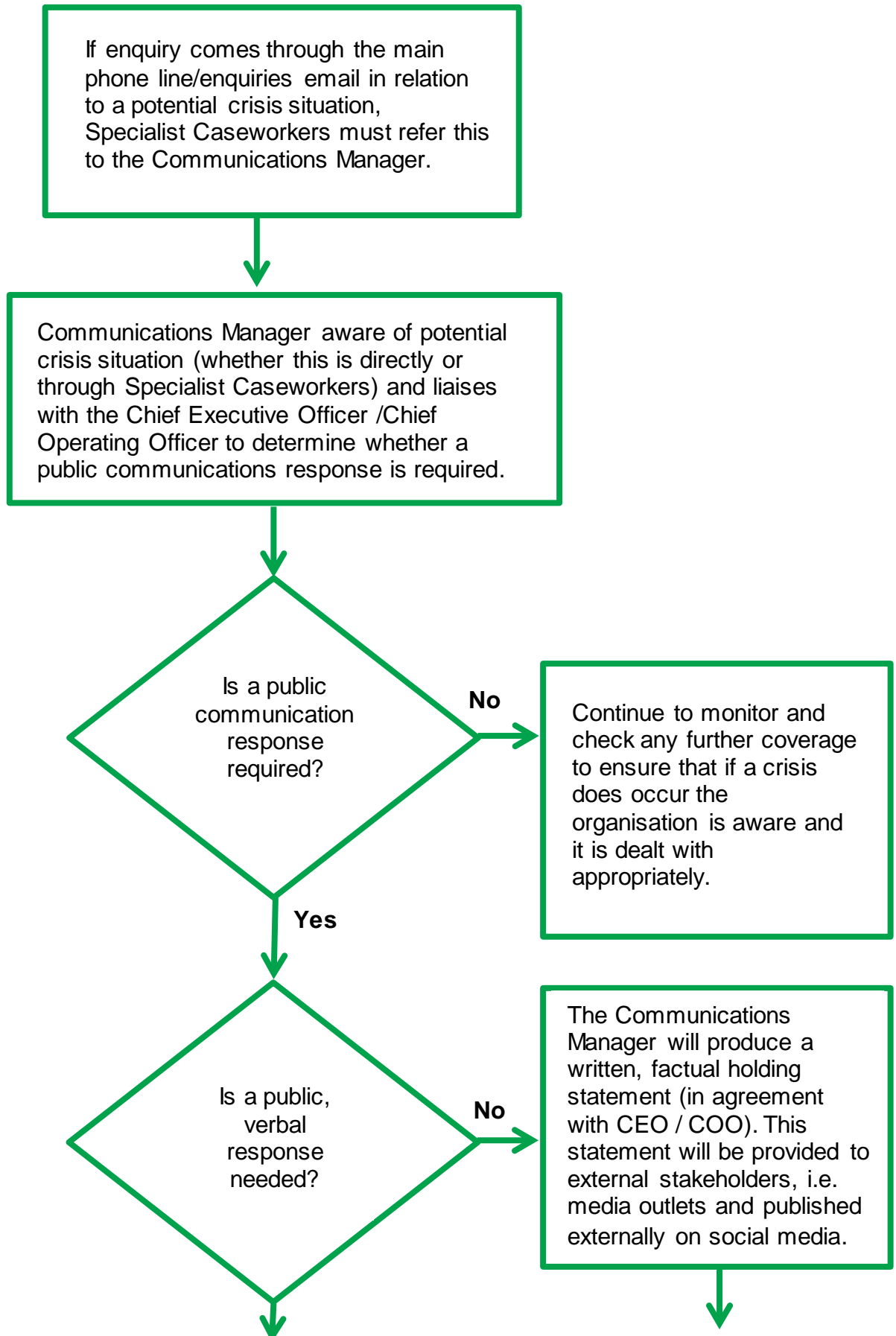
Staff Member	Role
Communications Manager	To field, monitor, log and evaluate all communication during a potential crisis. In addition, they are responsible for liaising, advising and closely working with the CEO, COO and, if necessary, the Scottish Government Communications team and Sponsor team.
Chief 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.

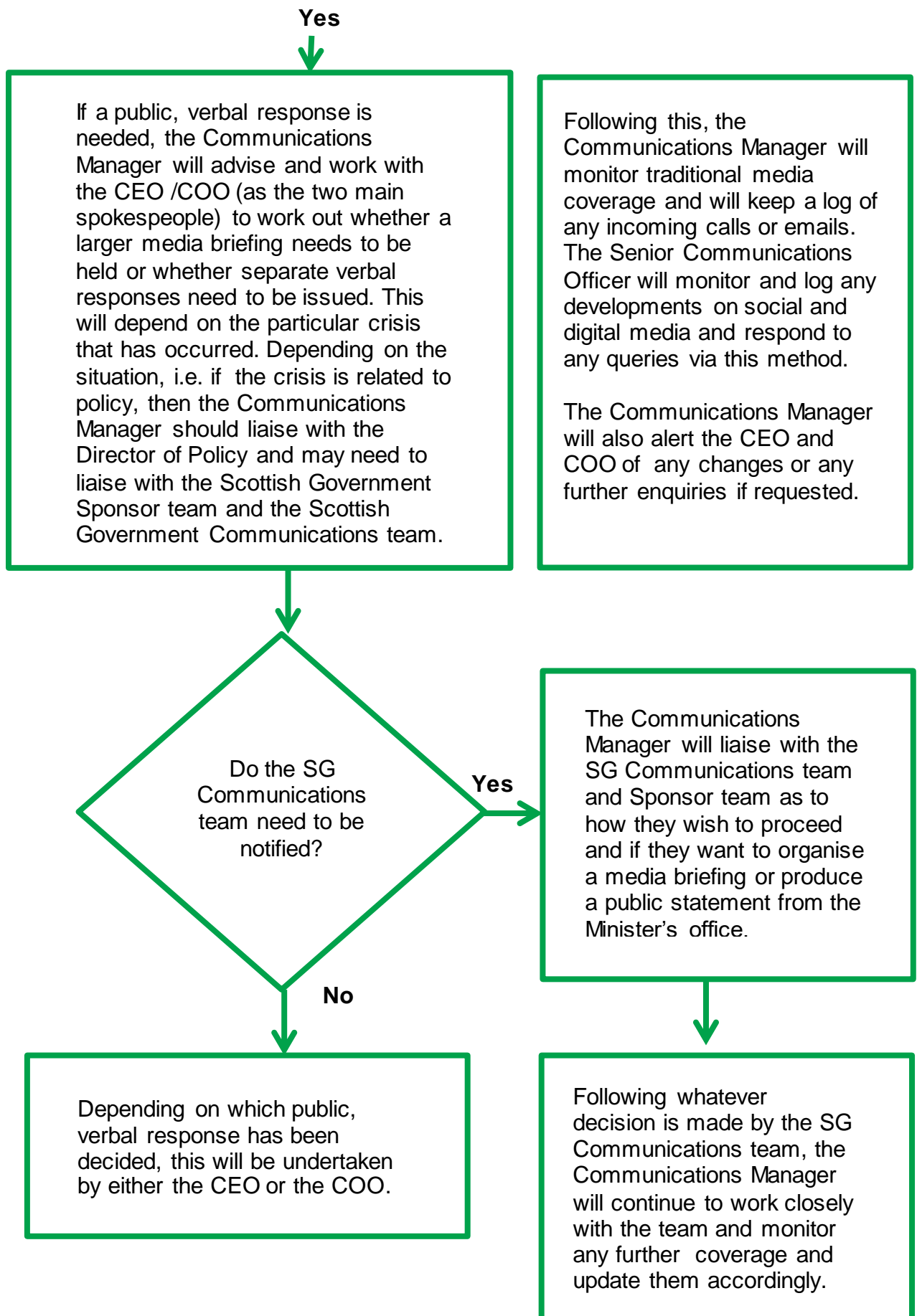
Audiences for Communication

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







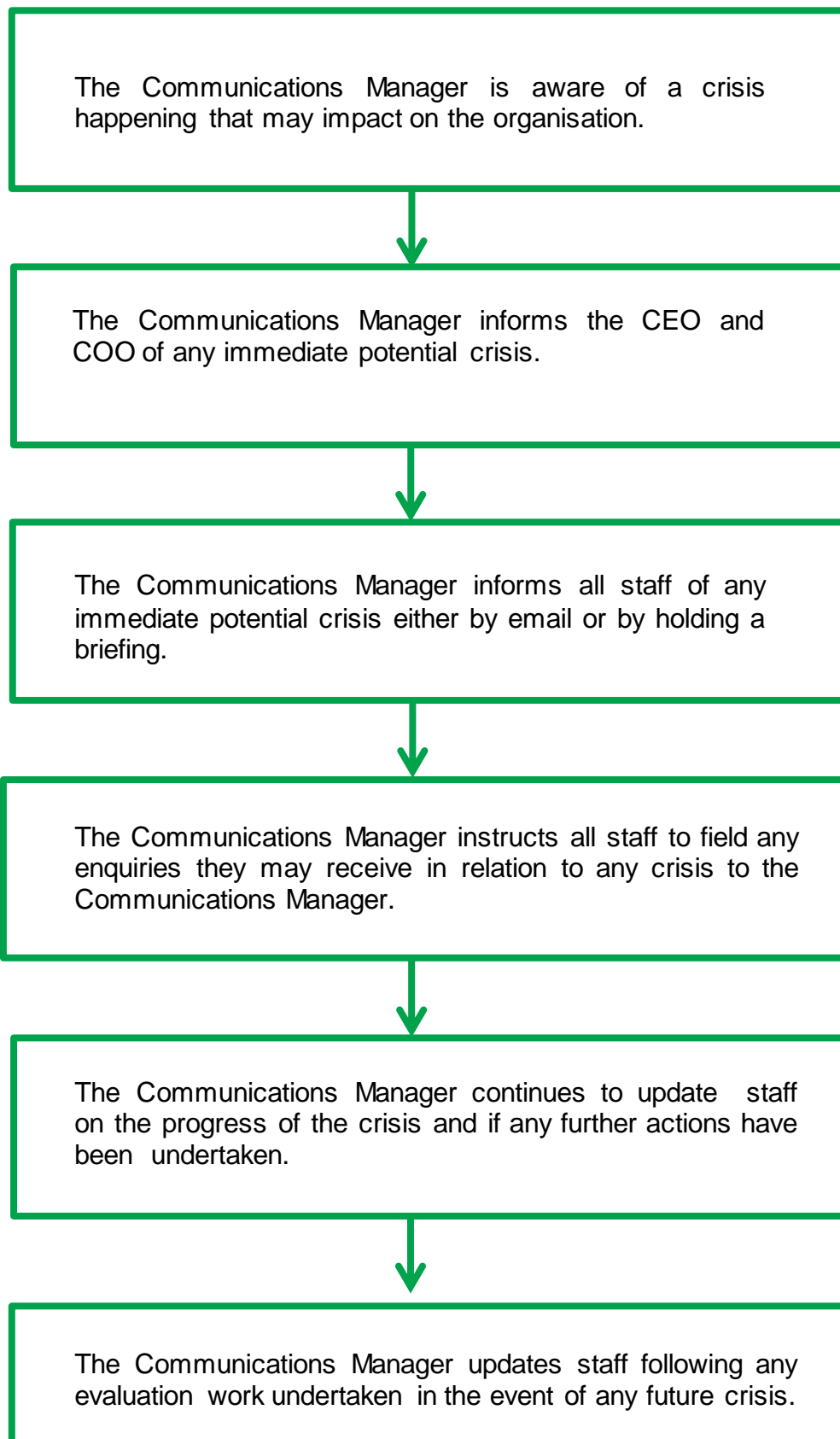
Following any public, verbal response issued, the Communications Manager and Senior Communications Officer will keep a log of any further coverage or enquiries relating to the crisis.

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



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 -