

Enterprise Community Partners, Inc.

Name \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Phone \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date last revised \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Main functions include:**

• Working with the **Incident Commander** and organizational leadership to confirm appropriate messaging to external parties.

• Updating the organization’s communication outlets.

• Managing incoming press inquiries.

96 Hours

Pre-Event

The **External Communications Liaison** directs and approves the organization’s messaging to media, funders, governmental agencies and other external stakeholders.

**READY TO RESPOND** DISASTER STAFFING TOOLKIT

External Communications Liaison

Job Action Sheet

|  |  |  |  |
| --- | --- | --- | --- |
| Action | Date | Notes | Done |
| Consult with **Incident Commander** andCEO/Executive Director on Disaster Staffing Plan activation and preparatory steps. |  |  |  |
| Receive Command Level Meeting announcement from **Incident Commander**. |  |  |  |
| Read entire *Job Action Packet* with tools and fill gaps as needed. |  |  |  |
| Confirm contact information for local office of emergency management, state officials, regulatory agencies, board of directors and major funders is updated and sent to CEO/Executive Director. |  |  |  |

|  |  |  |  |
| --- | --- | --- | --- |
| Action | Date | Notes | Done |
| Work with **Incident Commander** and CEO/Executive Director on outreach to local government agencies to request additional resources if needed. |  |  |  |
| Update messaging on organization’s emergency webpage. Work with **IT Team Leader** to implement updates. |  |  |  |
| Work with **Incident Commander** and CEO/Executive Director on memo to staff regarding event details. |  |  |  |
| Respond to external requests for information as appropriate. |  |  |  |



96 Hours

Pre-Event



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72 Hours

Pre-Event

|  |  |  |  |
| --- | --- | --- | --- |
| Action | Date | Notes | Done |
| Attend Command Level Meeting. |  |  |  |
| Coordinate with **Incident Commander** on communications to external stakeholders. |  |  |  |
| Review strategy for coordinated external messaging. Determine schedule for updating website, social media and email. |  |  |  |
| Respond to external requests for information as appropriate. |  |  |  |



Enterprise Community Partners, Inc.

48 Hours

Pre-Event

|  |  |  |  |
| --- | --- | --- | --- |
| Action | Date | Notes | Done |
| Attend Command Level Meeting. |  |  |  |
| Finalize talking points for media with **Incident Commander** and CEO/Executive Director. |  |  |  |
| Respond to external requests for information as appropriate. |  |  |  |



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24 Hours

Pre-Event

|  |  |  |  |
| --- | --- | --- | --- |
| Action | Date | Notes | Done |
| Attend Command Level Meeting. |  |  |  |
| Update social media outlets in hours leading up to event. |  |  |  |
| Respond to external requests for information as appropriate. |  |  |  |



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12 Hours

Pre-Event

|  |  |  |  |
| --- | --- | --- | --- |
| Action | Date | Notes | Done |
| Attend Command Level Meeting. |  |  |  |
| Respond to external requests for information as appropriate. |  |  |  |
| Coordinate with **Incident Commander** to send out last communications before "dark" period when specific information about facilities and operations will be unavailable. |  |  |  |



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EVENT/

Immediately Following Event

EVENT

Stay on Alert

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|  |  |  |  |
| --- | --- | --- | --- |
| Action | Date | Notes | Done |
| Attend Command Level Meeting. |  |  |  |
| Respond to external requests for information as appropriate. |  |  |  |
| Work with **Incident Commander** on post-event updates to staff and external stakeholders. |  |  |  |



Immediately

Following Event



12 Hours

Post-Event

|  |  |  |  |
| --- | --- | --- | --- |
| Action | Date | Notes | Done |
| Attend Command Level Meeting. |  |  |  |
| Work with **Incident Commander** to develop messaging for external stakeholders. |  |  |  |
| Respond to external requests for information as appropriate. |  |  |  |

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