



External Communications Liaison Job Action Sheet

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

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**

Action	Date	Notes	Done
Consult with Incident Commander and CEO/Executive Director on Disaster Staffing Plan activation and preparatory steps.			
Receive Command Level Meeting announcement from Incident Commander .			
Read entire <i>Job Action Packet</i> 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.			



96 Hours
Pre-Event



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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.			



72 Hours Pre-Event



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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.			



48 Hours Pre-Event



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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.			



24 Hours Pre-Event



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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.			



12 Hours Pre-Event



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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.			



EVENT Stay on Alert



Immediately Following Event

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.			



12 Hours Post-Event



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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.			