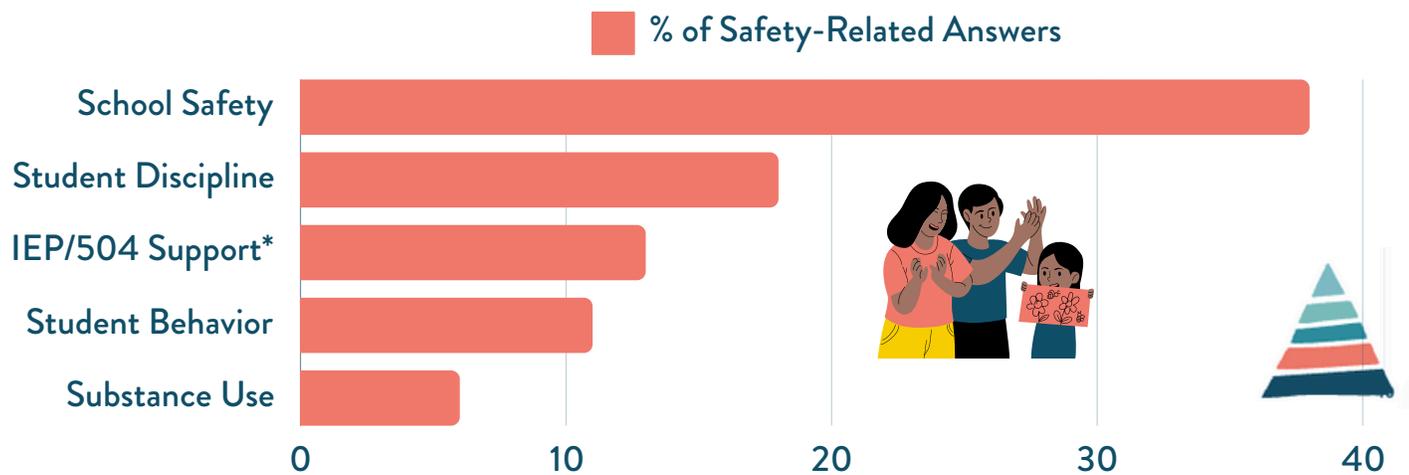


## DATA

### Possip's National Dataset Reveals:

#### Top 5 Safety and Security-Related Trends From Parents & Caregivers

Possip analyzed thousands of comments from parents around the nation. When viewing those comments through the lens of making sure students feel safe and secure at school, these are the top concerns parents raise.



## PLANNING

\*In this data, IEP/504 Support indicates a child's security and safety as they receive the proper supports they need to to find success in a school environment.

### What You Can Do

#### Communications Planning Can Safeguard Your School Culture

Create a Crisis Communications Toolkit, provided by Possip and developed by Chorus

Access your free Toolkit!

SCAN ME



<https://bit.ly/46aNfcC>

Chorus

#### Create A Crisis Communications Toolkit

- 1 Defining & Identifying a Crisis
- 2 Guiding Principles
- 3 Steps for Crisis Comms Protocols
- 4 Crisis Management Tools
- 5 Managing Media in a Crisis
- 6 Legal Considerations
- 7 Post Crisis & Reputation Recovery

on the back!

## CRISIS COMMS MATRIX EXAMPLE

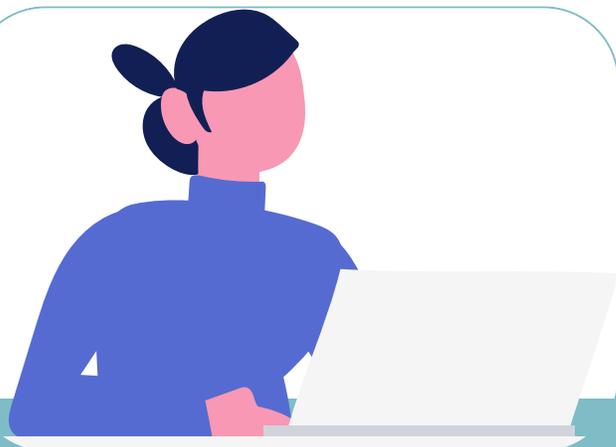
### Outreach Options

Stakeholders

<i>Chorus</i>	Email	Hard Copy Letter	1:1 Phone Call	Robo Call	1:1 Meeting	Group Meeting	Social Media
Students	X				X	X	
Families	X	X	X	X	X	X	X
Teachers & School Staff	X					X	
School Leadership Team	X					X	
District/Network Leaders	X		X		X	X	
Board	X		X		X		
External Partners	X		X		X		X

### Elements of a Crisis Comms Plan

- **Fact Base:** Complete details of the incident or situation.
- **Messaging:** How you want to frame the situation with stakeholders.
- **Timeline:** Date and time for each communication with intentional sequencing.
- **Team Roles:** Determine who is making decisions and approving content.
- **Resources:** Include links to supplemental materials, such as relevant policies.
- **Content for Communication Materials:** Draft talking points, emails, letters, etc.
- **FAQ:** This can include information you only intend to share if pressed.



P.S. Access the full toolkit and join The Possip Membership for one month free using promo code:  
**WELCOMETOPOSSIP**



<https://bit.ly/46aNfcC>