

FREE ACKPOST TEMPLATE

Crisis Response Plan

A three-level crisis protocol with holding statements, approval owners, escalation channels, and post-incident review.

TYPE

Playbook

CATEGORY

Operations

BEST FOR

**Teams that need
escalation paths**

What this includes

Level 1 issue

Level 2 incident

Level 3 crisis

Pre-approved responses

Crisis levels

Level 1 is a small issue. Level 2 has reputational risk. Level 3 needs leadership, legal, or public response coordination.

Holding response

Pre-approve short responses for common incidents so the team is not writing from panic.

After-action review

Record what happened, what was posted, who approved it, and what the team will change.

How to use this resource

Make a copy of the structure, adapt the fields to your team, and review it during your weekly publishing meeting. If a field does not help a real decision, remove it. If a repeated mistake keeps happening, add a field that makes the risk visible.