

WHAT TO DO DURING THE FIRST MINUTE OF AN EMERGENCY

What you hoped would never happen is happening. Lives are at risk. The first minute is a race against the clock. **Here are the three core components you must have in your crisis communications plan.**

PREPARING FOR ANY SCENARIO



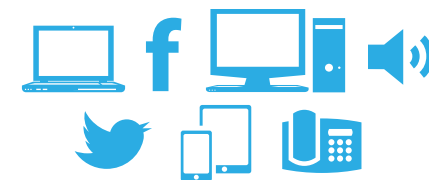
Emergencies may vary, but they all require a critical communications plan. If a tornado is spotted, every second counts – that's why you need a pre-set incident scenario that can be initiated with one step... in seconds.



TORNADO



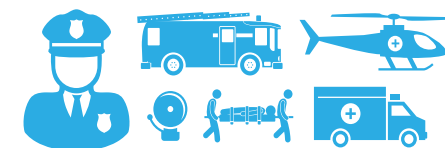
NOTIFY



Initiate Your Emergency Notification and Response

- Act quickly – lives are at stake
- Content must be clear and actionable
- Reach people anywhere via text, mobile alerts, phone, digital signage, social, etc.

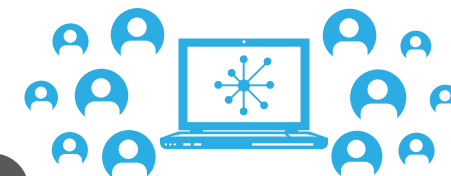
MOBILIZE



Activate Emergency Services and First Responders

- Contact law enforcement, fire/rescue and first responders to assist in the incident response
- If emergency services can arrive a few minutes sooner, lives can be saved

COLLABORATE



Assemble Your Crisis Communications Team

- Enable instant unified command of your crisis communications team from anywhere via telephone conference, screen sharing or webcasting such as GoToMeeting, Webex, etc.