
Overview

This Standard is about communicating during an incident. It includes preparing an incident communication plan, agreeing when this should be invoked and stood down, identifying who is responsible for communication during an incident and disseminating the plan, ensuring that all staff understand it and the importance of adhering to it. It is for Business Continuity managers and/or other professionals.

**Performance
criteria**

- You must be able to:
- P1 prepare an incident communication plan, in line with the organisation's overall communication strategy
 - P2 identify the recipient audiences, both internal and external
 - P3 agree when the incident communication plan should be invoked and stood down
 - P4 ensure that all verbal, written and electronic communication is in line with the incident communication plan
 - P5 consider the messages that are appropriate for each audience at different stages of the incident
 - P6 identify key personnel to undertake communication during the incident
 - P7 provide key personnel with appropriate training and guidance
 - P8 disseminate the incident communication plan and ensure that all staff understand the plan and the importance of adhering to it
 - P9 ensure the availability and robustness of the means of communication during an incident
 - P10 ensure all communications and associated actions are logged
 - P11 review and evaluate the incident communication plan in order to ensure continuous improvement

Knowledge and understanding

You need to know and understand:

- K1 current legal and regulatory requirements, Standards and good practice guidelines that apply to Business Continuity Management
- K2 the need for communication during an incident
- K3 methods of communicating during an incident
- K4 how to prepare and implement an incident communication plan
- K5 how to determine when and by whom the incident communication plan should be invoked
- K6 details of interested parties and how and when to contact or involve them
- K7 the internal and external audiences with which the organisation will need to communicate
- K8 how to ensure that all communication is in line with the incident communication plan
- K9 the implications of what you are communicating and how those messages might be received
- K10 when communication should be private or restricted
- K11 how and when to communicate with the media
- K12 methods of managing phones, emails, video conferences and social media links during an incident
- K13 how to meet the training needs of key personnel
- K14 how to ensure that all staff understand the incident communication plan and the importance of adhering to it
- K15 procedures for logging communications and actions
- K16 how to review and evaluate the incident communication plan and ensure continuous improvement

CFABCM004
Communicate during an incident



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