



Sample Business Continuity Management (BCM) Communication Plan

1. Introduction:

- The BCM Communication Plan outlines the strategies, processes, and responsibilities for communicating with stakeholders before, during, and after a crisis or disruption. This plan aims to ensure timely, accurate, and effective communication to minimize the impact of disruptions on business operations and stakeholders.

2. Objectives:

- Ensure all stakeholders receive timely and accurate information during emergencies or incidents.
- Establish clear communication channels and protocols for initiating, managing, and documenting communication activities.
- Promote a culture of preparedness, transparency, and collaboration among employees, customers, suppliers, and other stakeholders.

3. Stakeholder Analysis:

- Identify key stakeholders, their information needs, preferences, and communication channels.
- Stakeholders may include employees, customers, suppliers, regulators, shareholders, media, and local communities.

4. Communication Channels:

- Internal Channels:
 - Email: For official announcements, updates, and instructions.
 - Intranet: For posting emergency procedures, FAQs, and resources.
 - Phone/Text Alerts: For urgent notifications and critical updates.
 - Meetings: For face-to-face communication, briefings, and debriefings.
- External Channels:
 - Website: For public statements, press releases, and status updates.



- Social Media: For real-time updates, engagement, and crisis response.
- Customer Service Hotline: For addressing customer inquiries and concerns.
- Public Relations: For media relations, interviews, and press conferences.

5. Communication Protocols:

- Designate Communication Coordinators: Assign roles and responsibilities for initiating, managing, and documenting communication activities.
- Approval Process: Establish procedures for reviewing and approving official statements, messages, and announcements.
- Escalation Procedures: Define criteria for escalating communication issues to senior management or crisis management teams.
- Verification Process: Implement mechanisms for verifying information, sources, and authenticity before dissemination.
- Confidentiality: Maintain confidentiality and data privacy in accordance with legal and regulatory requirements.

6. Pre-Crisis Communication:

- Develop Templates: Create message templates for different scenarios, such as natural disasters, cyberattacks, or supply chain disruptions.
- Distribute Contact Lists: Share updated contact lists with stakeholders, including emergency contacts, communication coordinators, and key personnel.
- Conduct Training: Provide training on communication procedures, roles, and responsibilities to ensure readiness and effectiveness during crises.

7. Crisis Communication:

- Activate Communication Channels: Initiate communication protocols and activate designated communication channels to disseminate updates, instructions, and alerts.
- Provide Regular Updates: Communicate regularly with stakeholders to provide situational updates, guidance, and reassurance.
- Manage Media Relations: Coordinate media interviews, press releases, and public statements to manage public perception and maintain credibility.



- **Monitor Feedback:** Monitor feedback from stakeholders, media, and social media channels to address concerns, correct misinformation, and adjust communication strategies as needed.

8. Post-Crisis Communication:

- **Conduct Debriefings:** Facilitate debriefings with stakeholders to review communication effectiveness, identify lessons learned, and capture feedback for improvement.
- **Update Documentation:** Document post-incident reviews, lessons learned, and recommendations for updating communication plans and procedures.
- **Share Learnings:** Share insights, best practices, and recommendations with relevant stakeholders to enhance preparedness and resilience for future incidents.

9. Review and Maintenance:

- Regularly review and update the BCM Communication Plan to ensure it remains current, relevant, and aligned with organizational objectives, stakeholder expectations, and emerging risks.
- Conduct exercises, simulations, and drills to test communication procedures, validate effectiveness, and identify areas for improvement.

10. Approval and Distribution:

- This BCM Communication Plan is approved by [Insert Name/Position] and distributed to all relevant stakeholders for implementation and adherence.

By implementing this BCM Communication Plan, [Organization Name] aims to enhance resilience, maintain stakeholder confidence, and minimize the impact of disruptions on business operations and reputation.



Here's a sample Business Continuity Management (BCM) awareness deck that can be used to educate stakeholders about BCM principles, practices, and importance:

Business Continuity Management (BCM) Awareness

Slide 1: Title Slide

- Title: Business Continuity Management Awareness
- Subtitle: Ensuring Resilience in Challenging Times
- [Organization Logo]

Slide 2: Introduction to BCM

- Definition of BCM
- Importance of BCM for organizations
- Objectives of the awareness session

Slide 3: Why BCM Matters

- Minimizing disruption to operations
- Protecting reputation and brand image
- Complying with regulatory requirements
- Safeguarding stakeholder interests

Slide 4: Key Components of BCM

- Risk Assessment
- Business Impact Analysis (BIA)
- Business Continuity Planning (BCP)
- Crisis Management
- Communication and Awareness

Slide 5: BCM Lifecycle



- Planning
- Implementation
- Monitoring
- Continual Improvement

Slide 6: Roles and Responsibilities

- Top Management
- BCM Steering Committee
- Business Unit Managers
- BCM Coordinators
- Employees

Slide 7: Identifying Critical Functions

- Definition of critical functions
- Examples of critical functions in our organization

Slide 8: Assessing Risks and Impacts

- Risk Assessment Process
- Business Impact Analysis (BIA)
- Examples of potential risks and impacts

Slide 9: Developing Business Continuity Plans

- Purpose of BCPs
- Components of a BCP
- Examples of BCP strategies

Slide 10: Crisis Management

- Definition of crisis
- Crisis management team roles and responsibilities
- Incident Response Procedures



Slide 11: Communication and Awareness Strategies

- Importance of communication during crises
- Communication channels and protocols
- Training and awareness programs

Slide 12: Testing and Exercising

- Importance of testing BCPs
- Types of exercises (Tabletop, Simulation, Drill)
- Benefits of testing and lessons learned

Slide 13: Continuous Improvement

- Importance of continual improvement in BCM
- Reviewing and updating BCPs
- Learning from incidents and exercises

Slide 14: Conclusion

- Summary of key points covered
- Importance of everyone's role in BCM
- Next steps and resources for further information

Slide 15: Questions and Discussion

- Open floor for questions and discussion
- Encourage participation and feedback

Slide 16: Thank You

- Thank participants for their attendance and engagement
- Contact information for BCM team for further inquiries

This sample BCM awareness deck provides an overview of key BCM concepts, processes, and responsibilities. It can be customized to include specific examples, case studies, and



organizational policies to align with the needs and objectives of your organization's BCM program.