

Acme Explosives

Crisis Communications Plan



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Executive Summary and Guiding Principles

Acme Explosives is a national company specializing in innovative explosive devices intended to help customers defeat cartoon roadrunners in humorous chase scenarios. Despite the whimsical nature of our products, Acme takes crisis preparedness very seriously. This Crisis Communications Plan provides a structured approach to managing any emergency or reputational crisis that may arise. By responding swiftly and strategically, Acme aims to protect our employees, customers, and reputation – all while staying true to our brand’s spirit in an appropriate manner.

Guiding Principles: Our crisis communications are guided by the following core principles:

- **Safety & Empathy First:** We prioritize the safety of our employees, customers, and the public. All messages will acknowledge concerns and show genuine empathy for anyone affected.
- **Transparency and Honesty:** We communicate openly about what we know, what we don’t yet know, and what steps we are taking. We never hide the truth or mislead; trust is paramount.
- **Timeliness:** Speed matters. We will respond quickly (initial holding statements within the first hour of learning of a crisis) to control the narrative and provide information, even if only partial, to show we are actively managing the situation.
- **Consistency & One Voice:** All communications – internal and external – will be tightly coordinated to ensure a unified message. Only authorized spokespeople will speak on behalf of Acme to avoid confusion.
- **Accountability:** We take responsibility in our messaging. If Acme is at fault, we will acknowledge mistakes and outline how we will make things right. We aim to “defuse” crises by addressing issues head-on.
- **Preparation & Adaptability:** This plan is rehearsed and updated regularly. However, we remain flexible and will adapt our strategy as needed based on the specific circumstances of each crisis.

These guiding principles ensure that even in the most cartoonishly chaotic crisis,

Acme's communications will remain professional, credible, and human.

Roles and Responsibilities

Acme Explosives has a designated Crisis Communications Team with clearly defined roles. The following team members will coordinate all crisis messaging and ensure effective communication both internally (to employees and stakeholders) and externally (to customers, media, regulators, and the public):

- **Chief Executive Officer (CEO):** The CEO serves as the ultimate decision-maker and primary external spokesperson for high-severity crises. They deliver key messages to media, regulators, and the public as needed, and reassure stakeholders that leadership is directly involved. The CEO also keeps the Board of Directors informed.
- **Communications Director (Crisis Team Leader):** Leads the Crisis Communications Team and manages all communications strategy and execution. This person coordinates message development, obtains approvals (from CEO, legal, etc.), and ensures information flows quickly to all audiences. They also may act as spokesperson for media inquiries or press briefings, especially in the initial stages.
- **Operations/Production Director:** Oversees on-site incident response and provides live updates on the situation to the communications team. In a crisis involving manufacturing or product issues, this director works closely with the Communications Director to supply technical details and ensure factual accuracy. (For example, if an explosion occurs at a factory, the Operations Director confirms what happened and what is being done to contain it.)
- **Chief Safety Officer (or Product Safety Lead):** Provides expertise on product safety and regulatory compliance. This role may serve as a technical spokesperson if needed (e.g. explaining how a device is supposed to function or what safety measures were in place). They coordinate with regulators on safety issues and advise on any recalls or field actions.
- **Legal Counsel:** Reviews all external statements and communications to ensure

they appropriately address liability, legal compliance, and regulatory requirements. Legal ensures we meet any obligations (such as timely notifications to regulators) and that our communications do not create additional legal risk. They may also liaise directly with regulatory bodies or law enforcement during certain crises.

- **Human Resources Director (Internal Communications):** Manages internal communications to employees. This includes notifying employees of a developing crisis (so they hear it from the company first), providing instructions or safety information to staff, and addressing employee concerns. HR ensures that remote offices, field teams, and all staff receive consistent information. In some cases, the HR Director may coordinate messages to families of employees if they are impacted.
- **Social Media Manager:** Monitors online conversations and public sentiment in real time across social media platforms. This person is responsible for quickly posting approved updates to Acme's official social channels (e.g. Twitter, Facebook, Instagram) and responding to comments or misinformation as directed. They also flag emerging issues from social media to the Crisis Team (for instance, a viral post gaining traction).
- **Customer Service Lead:** Coordinates direct communications with customers and partners. They manage hotlines or support email responses for customer inquiries during a crisis (for example, answering questions from concerned buyers about a product recall or incident). The Customer Service Lead feeds frontline information (customer reactions, common questions) back to the Crisis Team to inform messaging.

Each member above knows their specific responsibilities and has backups trained in case they are unavailable. By having defined roles, Acme ensures a swift, organized response where everyone communicates within their expertise and authority.

Crisis Identification and Escalation Protocol

Early identification of a crisis is critical. Acme maintains a proactive monitoring system

and clear internal reporting channels to catch issues before they escalate. The following protocol outlines how a potential crisis is identified and elevated to the crisis team:

1. **Detection – Monitoring & Reporting:** Potential crises can be detected via multiple channels: an on-site incident (e.g. a factory accident), customer reports (e.g. a device malfunction in the field), social media trends (e.g. a viral video of product failure), or news media inquiries. All employees are trained to immediately report any unusual incident or negative news up their management chain. Simultaneously, Acme’s social media and media monitoring tools flag spikes in negative mentions or any mention of accidents involving our products.
2. **Initial Notification:** The first employee or manager who becomes aware of a potential crisis must notify the Crisis Communications Team Leader (Communications Director) or an available Crisis Team member **immediately** – regardless of time of day. A 24/7 on-call rota is maintained so someone from the crisis team is always reachable. Key details (who, what, when, where) should be gathered quickly at this stage.
3. **Preliminary Assessment:** The Communications Director (or designee) quickly confers with relevant senior staff (Operations, Safety, etc.) to assess the situation. They determine if the issue indeed qualifies as a “crisis” requiring broader action or if it’s a contained incident. Acme uses a three-tier severity guideline:
 - *Level 1 – Critical:* Likely to cause severe harm or widespread reputational damage (e.g. fatalities or serious injuries, regulatory intervention, national media coverage).
 - *Level 2 – High:* Significant impact but limited in scope (e.g. minor injuries, localized product failures attracting regional media).
 - *Level 3 – Moderate:* Limited impact but could escalate (e.g. a social media controversy or a small safety incident).
4. **Activation & Escalation:** If the situation is deemed Level 1 or 2 (or a Level 3 that is quickly worsening), the Crisis Communications Plan is activated. The Communications Director immediately notifies the full Crisis Communications Team (via group text/call). An urgent brief is shared with essential facts. For

critical incidents, the CEO and all team members convene (in the Emergency Operations Center or via conference call) within **30 minutes** to form an incident response strategy. For moderate issues, the Communications Director may handle initial actions with a subset of the team, but will escalate to full team/CEO involvement if the issue grows.

5. **Crisis Team Deliberation:** Upon activation, the crisis team verifies all available information, prioritizes immediate actions (e.g. site containment, contacting emergency services if not already done, etc.), and drafts an initial holding statement. Roles are confirmed (spokesperson chosen, responsibilities re-checked) and an initial media response timeline is set (often aiming to issue a holding statement within one hour of activation).
6. **Internal Escalation and Communication:** Internal stakeholders are alerted in parallel. For example, if employees are affected or need to know (such as a factory evacuation), an internal alert or email from HR is issued so that staff get accurate information directly from the company. The sales team and customer service are also briefed so they can respond to any inbound customer questions. The mantra is “employees should not learn of a crisis from the news first” – we strive to inform them as soon as possible.
7. **Ongoing Evaluation:** The crisis team continues to monitor the situation and response. If new information indicates the crisis is more severe than initially thought, further escalation steps are taken (e.g. expanding the team, involving external experts, or notifying additional authorities). Likewise, if the situation comes under control, the team will eventually de-escalate, but only after stakeholders are informed and the issue is fully addressed.

By following this escalation protocol, Acme ensures that no crisis goes unrecognized and that the right people are engaged at the right time to manage the company’s response.

Crisis Type Matrix – Top 10 Likely Scenarios

Below is a matrix of the top ten most likely crisis scenarios identified for Acme

Explosives, along with their description, estimated severity, designated response owner, and primary communication channels to be used in each case:

Scenario	Description	Severity	Response Owner	Key Communication Channels
1. Factory Explosion Accident	A significant accident at an Acme manufacturing facility (e.g. an explosion at the desert factory) causing injuries to workers and drawing media attention.	Critical	Operations Director (and Crisis Comms Team)	Internal emergency alerts; Press release & media briefing; Social media updates; Direct regulator notification (OSHA/ATF)
2. Product Malfunction Injuring Customer	An Acme device sold to a customer malfunctions or backfires, injuring the user (for example, a coyote customer is hospitalized after a gadget intended for a roadrunner explodes prematurely).	High	Chief Safety Officer (Product Safety Lead)	Direct outreach to affected customer; Product safety notice on website; Press statement if public; Social media response to any viral discussion
3. Widespread Product Recall	A major defect is discovered in an Acme product line (e.g. dynamite sticks with faulty fuses) requiring a nationwide recall before injuries occur.	High	Chief Safety Officer (Quality Assurance)	Customer notifications (email/letters); Recall announcement press release; Website and social media notices with instructions; Regulator coordination (product safety authorities)

4. Environmental Accident	An Acme product test or accident causes environmental damage (e.g. a brush fire in the desert or chemical spill) impacting local wildlife and community (possibly including cartoon roadrunner habitat).	High	Operations Director	Internal incident report to management; Coordination with local authorities/emergency services; Press release outlining response efforts; Updates via social media for community safety info
5. Regulatory Compliance Crisis	A government agency investigates or sanctions Acme for safety violations or improper practices (e.g. fines for frequent misfires or a halt in sales until standards are met).	High	Legal Counsel (Compliance Officer)	Private briefings with regulators; Internal memo to employees about compliance steps; Public statement or press conference to address findings; Media Q&A via spokesperson
6. Viral Social Media Backlash	A negative story or video involving Acme goes viral online, sparking public ridicule or criticism (for instance, a video of an Acme rocket skidding off a cliff circulates with millions of views and "#AcmeFail" trending).	Moderate	Communications Director	Rapid response on social media (official posts addressing the issue); Company blog or website post providing context; Internal FAQ for employees; Media statement if asked by press

7. Activist Protest or Boycott	An activist group (e.g. PETCA – People for the Ethical Treatment of Cartoon Animals) campaigns against Acme’s products as cruel or dangerous, urging a boycott and staging protests.	Moderate	Communications Director	Engagement with activists (meetings or responses to concerns); Press statement to clarify Acme’s stance on cartoon animal safety; Social media posts highlighting safety and ethics commitments; Customer newsletter addressing the issue
8. Executive Scandal/Misconduct	A high-profile Acme executive is involved in misconduct or makes an inappropriate public remark (unrelated to roadrunners) that offends the public, casting the company in a negative light.	Moderate	CEO and Executive Team (with Communications)	Internal announcement to employees about the issue and actions taken; Official apology statement or press release; Media interviews or press conference if necessary; Social media release of the official statement for transparency
9. Data Breach or Cyber Attack	Hackers compromise Acme’s systems, potentially leaking customer data (e.g. names of clients like Wile E. Coyote) or sensitive R&D plans for new roadrunner-catching devices.	Moderate	IT Director (CIO) and Communications Director	Notifications to affected customers/partners (email or letters); Press release or website notice explaining the breach and remediation; Social media updates directing users to info; Law enforcement and cybersecurity agency notifications

10. Theft or Misuse of Product	A shipment of Acme explosives is stolen or an Acme device is used by an unauthorized person in a real-world incident. This creates a public safety scare and media headlines (e.g. police recover stolen Acme dynamite before it causes harm).	Critical	Legal Counsel and Operations Director	Law enforcement coordination and joint news briefing; Internal security alert within company; Public safety announcement/press conference; Ongoing social media updates to reassure the public and provide facts
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Stakeholder Communication Framework

In any crisis, Acme will tailor its messages to address the specific concerns of each key stakeholder group. While the core facts remain consistent, the tone and detail of communication should be adjusted for the audience. Below is an overview of our primary stakeholders and how we approach communications for each:

Stakeholder	Key Concerns & Communication Focus	Sample Message
Customers (Users of Acme products, e.g. cartoon predator characters)	Safety of the products they own; impacts on their orders or usage; reassurance that the company is resolving the issue.	<i>Example:</i> “ Dear Customers – We know you depend on Acme gadgets. We want to assure you that your safety comes first. We are inspecting all products and will provide free replacements or fixes for any affected items. Thank you for your loyalty and patience.”
Regulators (Safety agencies, government bodies)	Compliance with laws; full cooperation; technical details on what went wrong and how it’s being fixed.	<i>Example:</i> “Acme Explosives is working closely with federal regulators to address the issue. We have paused shipments of the affected batch and are providing the ATF and safety inspectors all information needed to evaluate the situation. Our goal is to meet and exceed all regulatory requirements before resuming normal operations.”

Employees (Including factory staff, engineers, sales, etc.)	Personal safety; job security; clarity on what happened and how it affects their work; being informed before external news.	<i>Example:</i> “ Team Acme , we want you to hear directly from leadership about the incident today. Your safety and wellbeing are our top priority . The affected area has been secured and all employees there are safe. Please remain at your stations unless instructed otherwise. We will keep everyone updated every step of the way.”
Media (Press and news outlets)	Accurate facts; quotes from official sources; context and background; accessibility to spokespersons.	<i>Example (Press Release Excerpt):</i> “Acme Explosives announced today that it is initiating a voluntary recall of its TNT kit after a malfunction was reported. According to an Acme spokesperson, ‘ We are taking this step out of an abundance of caution to ensure our customers’ safety.’ Media contact: Jane Doe, Communications Director, (555) 123-4567.”
General Public (Community, non-customer audience)	Public safety; environmental impact; trust in the company’s responsibility; assurance that the situation is under control.	<i>Example:</i> “We want to inform the public that the situation is contained and there is no danger to the community. Even though our products are designed for cartoon use, we operate in the real world with real safety standards . Acme has mobilized all necessary resources to resolve this quickly and will keep the public informed as we learn more.”

Each stakeholder group receives messaging that addresses their unique questions. For instance, customers get instructions and reassurance about product safety, regulators get detailed reports and promises of compliance, employees get candid updates and guidance, the media gets factual releases and access to spokespeople, and the public receives assurances of safety and responsibility. By planning these tailored messages in advance, Acme can respond without delay in a crisis, striking the right tone for each audience.

Example Holding Statements and Responses for Key Crisis Scenarios

When a crisis hits, Acme will usually issue an initial **holding statement** to acknowledge

the situation and demonstrate responsiveness while full details are being gathered. Subsequently, a more detailed **full response** or press release is issued once facts are confirmed and actions are underway. Below are sample holding statements and follow-up response excerpts for each of the ten crisis scenarios outlined in the matrix:

1. **Factory Explosion Accident**

- *Holding Statement (immediate, within hour):* “This morning, an incident occurred at our Desert Canyon manufacturing facility. **Emergency responders are on-site** and the situation is under control. Our primary concern is the safety of our employees and the surrounding community. We are gathering information and will provide further details as soon as possible.”
- *Full Response (later that day):* Acme Explosives confirms that an accident took place at our Desert Canyon plant at approximately 9:00 AM. Three employees sustained **non-life-threatening injuries** and are receiving medical care. Operations at the facility have been temporarily halted, and all relevant authorities have been notified. **No off-site impact** has been detected. Our safety team is investigating the cause in coordination with OSHA and local officials. “We are deeply committed to our team’s safety and will implement any necessary measures to prevent this from happening again,” said CEO Jane Doe. Further updates will be provided as the investigation continues.

2. **Product Malfunction Injuring Customer**

- *Holding Statement:* “Acme Explosives is aware of a **customer injury** reportedly involving one of our products. Our thoughts are with the injured individual for a swift recovery. We are urgently working to verify the details and have dispatched our safety engineers to assist authorities. As a precaution, we are pausing sales of the product in question. More information will be shared as soon as it’s available.”
- *Full Response:* “Following reports of an injury to a customer in Arizona using an Acme Explosives device, we have conducted an initial review. The customer (who has requested privacy) was treated for minor burns

and is in stable condition. Acme has **initiated a voluntary recall** of the specific lot of Rocket Roller Skates involved, out of an abundance of caution. We have been in contact with the customer to offer support and cover medical expenses. **Product safety is our top priority**, and our engineers are analyzing the device to understand what went wrong. We will share findings publicly and take appropriate corrective action to ensure this does not recur.”

3. **Widespread Product Recall**

- *Holding Statement:* “Acme Explosives is preparing to issue a **voluntary recall** of one of our products due to a potential safety issue. While no injuries have been reported, we discovered a defect in testing and want to act with utmost caution. We advise customers to **stop using the product** for now. An official recall notice with details on next steps will be published within the next 2 hours.”
- *Full Response:* Acme Explosives, in cooperation with the Consumer Product Safety Commission (CPSC), is **recalling all Model X Dynamite Sticks** shipped in the last three months. Internal tests identified a fuse timing flaw that could cause early ignition. There have been no reported injuries; this recall is a **precautionary measure**. Customers should immediately discontinue use and visit our website or call 1-800-ACME-FIX for instructions on free returns and replacements. “We apologize for the inconvenience, but we believe this recall is the right thing to do to ensure our customers’ safety,” said Communications Director John Smith. Acme has set up a dedicated support team to process refunds and ship safe replacement products as quickly as possible.

4. **Environmental Accident**

- *Holding Statement:* “We are aware of an **incident at an Acme testing range** that resulted in an unexpected brush fire. The fire is being handled by local fire services, and our team is assisting. There is no immediate threat to residents. We take environmental impacts very seriously and are working to contain and assess the situation. Further updates will be

provided in coordination with fire authorities.”

- *Full Response:* “An accidental ignition during a product test at Acme’s Red Rock Proving Grounds caused a brush fire spanning approximately 5 acres. The fire was fully **contained within 3 hours** by the county fire department. No injuries were reported, and no structures were damaged. We are working with environmental officials to rehabilitate the affected area, which is a part of a desert ecosystem home to various wildlife. Acme will conduct a thorough review of testing protocols. **‘We regret this incident** and will ensure all proper remediation takes place,’ said Ops Director Mary O’Hara. We have halted outdoor testing until we implement additional safety measures. Updates on remediation efforts will be posted on our website for the community.”

5. Regulatory Compliance Crisis

- *Holding Statement:* “Acme Explosives has been **notified of a regulatory inquiry** related to our product safety practices. We are fully cooperating with authorities in this review. Acme is committed to meeting all safety regulations and we have a strong track record of compliance. While the review is ongoing, we will refrain from commenting on specifics but will work transparently with regulators and address any findings promptly.”
- *Full Response:* The U.S. Department of Safety and Explosives today released findings from its investigation into Acme’s manufacturing safety protocols. The report identified two compliance gaps in our processes. We accept these findings and have already taken corrective actions: all issues have been fixed and verified by an independent auditor. **No injuries or incidents occurred** as a result of these gaps, and we have instituted new training to ensure 100% compliance going forward. “We take responsibility for these oversights,” said CEO Jane Doe. “We have learned from this and reinforced our procedures to uphold the highest safety standards.” Acme will submit a follow-up report to the agency within 30 days to confirm all recommendations have been fully implemented.

6. Viral Social Media Backlash

- *Holding Statement (social media post): Tweet from @AcmeExplosives:* “We’re aware of a video circulating that shows one of our products in an unflattering light. While it’s easy to focus on the humor, we take any performance issue seriously. **We’re investigating the footage** to understand what happened. Stay tuned – we’ll update soon once we have the facts. #AcmeCares”
- *Full Response:* (Posted on Acme’s official blog and shared on social media) “Many of you have seen the viral video of an Acme Rocket Skate mishap. We want to address it directly. First, we hope everyone knows that scene was a **staged cartoon demonstration** – no one was hurt. That said, the rocket skate did not perform as expected. Our engineers have replicated the scenario and identified a tuning issue with the guidance system, which we are now correcting. We’ve always embraced a bit of humor in our brand, but we also embrace accountability. **We’re grateful for the feedback** and even the laughs, and we’re using this as a chance to improve our product. For our loyal customers, know that every Acme Rocket Skate going forward will have the upgraded safety module. As always, we appreciate your trust (and your memes) as we keep striving to make things safer and better.”

7. **Activist Protest or Boycott**

- *Holding Statement:* “Acme Explosives respects the **concerns raised by advocacy groups** regarding our products. We want to be clear: our devices are intended for use in cartoon pest control and are not designed to harm real animals. We have reached out to the organizers to engage in a constructive dialogue. Acme has always prioritized safety and ethical use of our products, and we will listen and respond to these concerns thoughtfully.”
- *Full Response:* “In response to the campaign by PETCA and other concerned citizens, Acme Explosives is taking several steps. Today our CEO met with representatives of the activist community to listen to their feedback. We are also launching a review of our product testing and

marketing to ensure it emphasizes **non-harmful, cartoon-only usage** and cannot be misused against real wildlife. Acme will be funding a **Wildlife Conservation program** in the Southwest to demonstrate our commitment to protecting natural roadrunners in their habitat, separate from the cartoon context. We appreciate the passion of the advocates and believe that by working together, we can address misconceptions and continue to ensure our products are used safely and appropriately. Acme remains committed to **open dialogue** and will provide updates on our initiatives in the coming weeks.”

8. **Executive Scandal/Misconduct**

- *Holding Statement:* “Acme Explosives is aware of allegations concerning a senior executive’s conduct. We take this matter very seriously. Effective immediately, the individual in question has been **placed on administrative leave** pending a full investigation. Acme’s values require that we hold ourselves to the highest ethical standards. We will share more information once we have completed a thorough review of the facts.”
- *Full Response:* “Acme Explosives announces the resignation of Chief Operating Officer John Doe, following an internal investigation into the remarks he made at last week’s industry event. Mr. Doe publicly joked about ‘outsmarting regulators’ – comments that **do not reflect Acme’s values** or commitment to safety. The Board of Directors accepted his resignation, and the CEO issued a company-wide message reinforcing that **integrity and respect** are core to our culture. Acme has appointed an interim COO and arranged for all executives to undergo refresher training on ethical communications. We apologize for the inappropriate comments and any concern they caused among our stakeholders. Our leadership remains committed to earning and keeping the trust of our employees, customers, and community.”

9. **Data Breach or Cyber Attack**

- *Holding Statement:* “We have detected a **cybersecurity incident** and are actively investigating. Our IT team responded immediately and took

systems offline as a precaution. We are working to understand the scope of the incident, and if any customer or partner data was impacted. As we gather facts, we will provide updates and, if necessary, **notify any affected parties** directly with guidance. Data security is a top priority for Acme.”

- *Full Response:* “Acme Explosives experienced a cyber attack on our network on April 1, 2025. Our investigation has determined that the attackers accessed a database containing customer contact information (names and email addresses) and some internal product design files. No financial data or sensitive personal identifiers were compromised. We have **contacted all affected customers** with instructions to be vigilant about scam emails, and we have reported the breach to law enforcement and relevant regulatory bodies. Our IT team has patched the vulnerability and added additional security measures. We sincerely regret any inconvenience or worry this incident may cause. **Protecting customer information is critically important** to us, and we are undertaking a full security audit to prevent future incidents.”

10. Theft or Misuse of Product

- *Holding Statement:* “Acme has been informed of a **theft of explosive materials** in transit to one of our distributors. We are working closely with law enforcement to recover the products. At this time, there is no evidence of any public threat, but we urge anyone with information to contact the authorities. The safety of our community is paramount, and we will keep everyone informed as we learn more.”
- *Full Response:* “All 50 cases of the Acme explosives that were stolen in last week’s truck hijacking have been safely **recovered by the police**. We commend the swift action of law enforcement in preventing any misuse of these items. During the investigation, Acme suspended shipments in the region as a precaution; those deliveries will resume tomorrow under enhanced security protocols. We are reviewing our transportation security measures and will invest in GPS tracking and reinforced locks to deter

future thefts. Acme will continue to support the prosecution of those responsible. **Public safety is our highest priority**, and we are thankful that this incident was resolved with no injuries or damage. We have communicated individually with all our clients to reassure them of supply continuity and safety moving forward.”

Each scenario above demonstrates how Acme’s messaging evolves from the first notification to a more detailed statement. The holding statements are brief, factual, and express concern and control, buying time until a full response with confirmed details and next steps can be issued. By preparing these sample statements in advance, Acme can react quickly with appropriate language no matter which zany crisis comes knocking.

Social Media Response Plan

In a crisis, social media is often the fastest way to reach the public and monitor real-time feedback. Acme’s social media strategy during crises focuses on maintaining a calm but responsive presence that aligns with our overall communications. Key aspects of the plan include tone, timing, and choice of channels:

Tone

Our social media tone in a crisis will remain professional, empathetic, and clear. Even though Acme’s normal brand voice is whimsical and fun (given our cartoonish product line), during a serious crisis we dial back humor to avoid seeming insensitive. We still aim to sound human and caring – using first person (“We”) and acknowledging concerns – rather than using stiff corporate jargon. For example, we might say “We’re truly sorry...we’re fixing it,” rather than “The company apologizes for any inconvenience.” That said, for lower-stakes issues (like a viral cartoon meme situation), a touch of Acme’s light-hearted voice can be used *if* it helps connect with our audience – but always paired with a sincere message about responsibility. Consistency is crucial: all posts will reflect the same key messages we deliver via other channels, just adapted to the casual style of social platforms.

Timing

Social media requires **rapid timing**. Our goal is to issue an initial update on platforms like Twitter within **30 minutes** of learning of a crisis (once we have basic confirmed facts or even just acknowledgment of awareness). The Social Media Manager, as part of the crisis team, will have pre-drafted holding posts for various scenarios ready to go (to be approved quickly by the Communications Director). We will provide updates frequently – e.g. the initial post, a follow-up when more details are known (perhaps an hour or two later), and regular status reports as needed. We also monitor replies and mentions constantly. If misinformation or rumors start spreading, we address them in real time with corrected information (replying or posting clarifications). Timing also means knowing when to pause scheduled normal content – during a crisis, all regular marketing posts are put on hold to focus on crisis communications.

Channels

Acme will utilize all relevant social media channels where we have an official presence:

- **Twitter (X):** for rapid news-like updates and media statements. This is often our first line of communication due to its real-time nature. We use Twitter to release brief statements, link to official press releases, and engage with reporters or concerned customers via threads.
- **Facebook:** for posting more detailed updates (slightly longer form text) and engaging with our broad customer community. Facebook allows for more explanation and pinned posts for important announcements (e.g. details of a recall or live updates during an ongoing situation).
- **Instagram:** if applicable, mainly for stories or posts to update on status (e.g. a graphic saying “All safe at Acme – update inside”). Given our visual brand, we may use Instagram stories to quickly inform followers and direct them to links in our bio for official statements.
- **LinkedIn:** for professional communications, especially if the crisis has business implications (like executive changes or industry-wide issues). The tone on LinkedIn will be more formal, addressing partners and stakeholders in a business

context.

- **Company Website/Blog:** while not a “social network,” our website newsroom and blog will be continually updated, and social posts will direct audiences there for full details. We might also use an emergency notification banner on our site.
- **Internal Social Channels:** (if any, like Workplace or Slack communities) to ensure employees see our posts as well.

All channels will convey the *same core information*, but tailored in format. The Communications Director will approve content on each channel to ensure consistency. We also consider where our key audiences are: for example, regulators and media follow our Twitter, customers might follow Facebook/Instagram. We ensure important updates reach each channel appropriately (including cross-posting important tweets on Facebook, etc.).

Example Social Media Posts

To illustrate our approach, here are a couple of sample social media posts for crisis situations:

- **Twitter (initial update):**

*“We’re aware of an incident at our Acme factory this morning. We’re cooperating with first responders and will share more info soon. **Safety is our top priority.** Thank you for your patience.”*

(Posted at 10:15 AM, about 45 minutes after the incident; tone: calm and factual, uses first person plural and assures priority of safety.)

- **Facebook (follow-up post):**

Acme Explosives Update – 2:00 PM: *This morning an accident occurred at our Desert Canyon plant. Three employees were injured, but we’re relieved to report they are all doing okay. 🙏 We’ve temporarily shut down the plant and are working with authorities to investigate what happened. **No danger to the public** has been detected. We’ll keep everyone updated as we learn more. Thank you to the community for your support and understanding.*

(This post provides more detail, uses a compassionate tone – note the praying

hands emoji to show empathy – and emphasizes no public risk. It also thanks followers, which fits the Facebook community tone.)

- **Twitter (response to a rumor):**

*“Correction: Despite rumors, **no Acme products have been banned** by regulators. We’ve paused shipments voluntarily and are in full compliance with safety checks. Don’t believe everything from unofficial sources – we’ll keep sharing verified updates.”*

(Tone: clear and correcting misinformation without being aggressive; uses a light admonishment “don’t believe everything” to encourage checking official sources.)

In all these examples, we maintain a consistent voice and message: showing care, taking responsibility, and directing the conversation toward accurate information. We also make use of platform-specific features (hashtags if appropriate, emojis on Facebook/Instagram for empathy, threads on Twitter for updates, etc.) to maximize reach and clarity. The Social Media Manager keeps a close watch on reactions and will escalate any trending concerns to the crisis team so we can address them quickly. By executing this social media plan, Acme aims to be **responsive, transparent, and supportive** throughout any crisis in the public eye.

Contact Lists and Resource References

Having quick access to key contacts and reference materials is essential for executing this plan. Below are fictionalized contact lists and resources for Acme’s crisis communications.

Internal Crisis Team Contacts

Name	Role / Title	Contact (24/7 Phone)	Email
Jane Doe	Chief Executive Officer (CEO)	(555) 010-1000	jane.doe@acmeexplosives.com

		(cell)	
John Smith	Communications Director (Crisis Lead)	(555) 010-1100 (cell)	john.smith@acmeexplosives.com
Mary O'Hara	Operations Director	(555) 010-1200 (office)	mary.ohara@acmeexplosives.com
Dr. Samuel Finch	Chief Safety Officer	(555) 010-1300 (office)	sam.finch@acmeexplosives.com
Laura Chen	Legal Counsel	(555) 010-1400 (cell)	laura.chen@acmeexplosives.com
Carlos Ruiz	HR Director (Internal Comms Lead)	(555) 010-1500 (office)	carlos.ruiz@acmeexplosives.com
Emily Nguyen	Social Media Manager	(555) 010-1600 (cell)	emily.nguyen@acmeexplosives.com

(All team members above also have access to the 24/7 crisis conference line: 1-800-ACME-911 code 1234.)

External Contacts (Emergency & Regulatory)

- **Desert Canyon Fire Department (Station 5)** – Chief Martin, Emergency Line: (555) 020-1000. *(First responder for any factory incidents in the region.)*
- **Desert Canyon Police Department** – Sgt. Lopez, Non-Emergency Line: (555) 020-1100. *(Coordinate on theft, security issues, or public safety incidents.)*
- **State Department of Occupational Safety (OSHA) Office** – Inspector Gene Kirk, Direct: (555) 020-1200. *(Report workplace accidents, receive guidance on investigations.)*

- **Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) – Field Division** – Duty Agent, 24/7 Line: (555) 020-1300. *(Federal contact for explosives-related incidents or theft.)*
- **Consumer Product Safety Commission (CPSC)** – Recall Coordinator, Hotline: (555) 020-1400. *(Notify for product recalls or consumer safety issues.)*
- **Environmental Protection Agency (EPA) Regional Office** – Env. Response Team, Line: (555) 020-1500. *(Contact in event of environmental contamination or hazardous materials release.)*
- **Local Hospital (Desert Canyon Medical Center)** – ER Director, Phone: (555) 020-1600. *(Ensure medical updates for any injured and coordinate medical press statements if needed.)*

Key Resources & Reference Documents

- **Crisis Communications Plan (Acme)** – *This document.* Hard copies are stored with the Communications Director and CEO, and a digital copy is on the company intranet “Crisis Corner”.
- **Crisis Team Contact Sheet & Call Tree** – *One-page sheet* with all crisis team members’ contact info (see above) plus their backups. Includes a “call tree” sequence for after-hours notification.
- **Pre-Approved Holding Statements Template** – A compilation of template holding statements for various scenarios (located in Appendix A of this plan) for quick reference and customization.
- **Media Inquiry Protocol** – Step-by-step guide for receptionists and customer service on how to route media calls during a crisis (posted on intranet, Appendix B).
- **Press Release & Social Media Templates** – Standard formats for press releases and social posts during crises, with Acme branding and boilerplate language, ready to be filled in with incident specifics.
- **Stakeholder Database** – A confidential list of key stakeholders (major customers, partners, board members, etc.) with contact info, for targeted communications. Maintained by the Communications team (access via secure

drive).

- **Training & Simulation Reports** – Records of the most recent crisis drill exercises (last conducted March 2025) and lessons learned. Use these to inform real responses.
- **Related Plans** – *Crisis Management (Operations) Plan* and *Business Continuity Plan* which detail operational response actions, so that communications can be coordinated with those efforts. (These documents are held by Operations Director and IT, respectively, and key points are summarized in Appendix C for the comms team's awareness.)

All team members should familiarize themselves with these resources *before* a crisis occurs. In the heat of an incident, having quick access to contact lists and templates (both in hard copy and digitally) will save precious time and ensure no critical step or person is overlooked. The Communications Director is responsible for keeping the contact lists and resources up-to-date (with semi-annual reviews or immediate updates as personnel change).