Crisis Management & Communication Plan

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# How to Use this Plan



# Purpose and Scope

## Purpose Statement

This Crisis Management & Communication Plan establishes a coordinated approach for effectively managing and communicating during emergency and crisis situations that may impact our school. It provides a framework for leadership decision-making, operational response, and stakeholder communications to minimize harm to students, staff, property, and educational functions while facilitating a rapid return to normal operations. The plan addresses both physical emergencies and cyber incidents that could disrupt school operations, compromise data, or affect student safety.

## Scope

This plan applies to all school facilities, staff, students, operations, and digital assets. It addresses a range of potential crisis scenarios including but not limited to:

* Natural disasters (tornado, flood, severe winter storm)
* Facility emergencies (fire, structural issues, hazardous materials)
* Security threats (violence, threats, unauthorized campus access)
* Health emergencies (disease outbreak, mass injury)
* Missing student or staff emergencies
* Cybersecurity incidents (ransomware, data breaches, system outages)
* Technology failures (network outages, system failures, vendor service disruptions)
* Reputation/community crises

The plan outlines response organization, activation criteria, communication protocols, and recovery transitions for all crisis types. Detailed technical procedures for specific incidents (such as cybersecurity response) are contained in supplemental plans that align with this overarching framework.

# Crisis Management Team (CMT)

*Note: In schools with limited resources, personnel may fulfill multiple roles. The core functions below should all be covered, even if by fewer individuals.*

* **Team Leader (Principal/Superintendent)**
  + Activates the crisis management plan
  + Makes final decisions on critical response actions
  + Authorizes external communications
  + Oversees all crisis response operations
* **Safety & Operations Coordinator (Assistant Principal/Facilities Manager)**
  + Evaluates safety conditions and develops protective measures
  + Manages tactical operations during the crisis
  + Coordinates resource deployment
  + Implements response strategies
  + Stops or prevents unsafe acts during the crisis
* **Communications Coordinator (Admin Assistant/Communications Staff)**
  + Handles all communications with stakeholders
  + Drafts and distributes notifications
  + Manages media relations
  + Provides updates to the Team Leader
  + Maintains communication logs
* **Student Services Coordinator (Counselor/School Psychologist)**
  + Addresses student emotional and psychological needs
  + Coordinates reunification with families
  + Organizes post-crisis counseling
  + Identifies vulnerable students needing special assistance
* **Technology Coordinator (IT Staff/Consultant)**
  + Manages technology-related incidents
  + Implements technical containment measures
  + Coordinates with IT vendors and service providers
  + Restores critical technology systems
  + Advises on technology-related communications

**Additional Support (As Available)**

* **School Resource Officer/Law Enforcement Liaison**
  + Coordinates with emergency responders
  + Advises on security measures
  + Assists with evacuation or lockdown procedures
* **School Nurse/Health Coordinator**
  + Addresses medical needs during crisis
  + Assists with health-related communications
  + Coordinates with emergency medical services
* **District Support Representative**
  + Provides additional resources as needed
  + Coordinates district-level response
  + Assists with communication to broader community

# Activation Process

## Triggers and Criteria

The Crisis Management & Communication Plan may be activated when one or more of the following occur:

**Safety and Security Events**

* Natural disaster (tornado, flood, severe winter storm) impacting school facilities
* Fire, structural failure, or hazardous materials incident
* Violence, threats of violence, or security breaches on school premises
* Health emergency affecting students or staff (disease outbreak, mass injury)
* Missing student or staff emergency

**Technology and Cybersecurity Events**

* Cybersecurity incident: Detection of ransomware, unauthorized system access, data breach, widespread technology outage, or other malicious activity affecting school information systems or data
* Critical technology failure: Extended loss of essential systems hosted on-premises or by vendors (SIS, communication platforms, network infrastructure)
* Data exposure: Unauthorized disclosure of sensitive student or staff information
* Vendor security incident: Notification from technology provider about security breach affecting school data

**General Criteria**

* Any situation that could:
  + Endanger students or staff
  + Cause significant property damage
  + Disrupt normal school operations
  + Generate significant media or community attention
  + Require coordination with emergency services or other agencies
  + Compromise sensitive data or critical systems
  + Require immediate notification to families

## Activation Steps

1. Initial incident detection and reporting (by any staff member)
2. Rapid assessment by available leadership
3. Notification to Principal/Superintendent
4. Decision to activate the plan based on severity assessment
5. Alert to Crisis Management Team members via group text/call system
6. Designation of command post location (physical or virtual based on incident type)
7. Initial team briefing (can be virtual if necessary)
8. Implementation of immediate response actions

## Crisis Severity Assessment

Use the following severity levels to determine the appropriate scale of response:

**Level 1 - Minor Incident**

* Impact: Limited to a specific area, classroom, or system
* Duration: Likely resolved within 1-2 hours
* Disruption: Minimal to normal operations
* Example - Physical: Minor medical incident, isolated power outage
* Example - Technology: Single application outage, limited access issue with vendor system
* Response: Handled by normal staff with existing resources
* Communication: Limited to directly affected individuals

**Level 2 - Moderate Crisis**

* Impact: Affects multiple classrooms or systems
* Duration: Likely resolved within same school day
* Disruption: Noticeable but manageable disruption to some activities
* Example - Physical: Small fire, weather warning with precautions
* Example - Technology: School-wide email outage, temporary vendor platform unavailability
* Response: Partial CMT activation with focused response
* Communication: Notification to all staff and affected families

**Level 3 - Major Crisis**

* Impact: Affects entire school or critical functions
* Duration: Likely extends beyond one school day
* Disruption: Significant disruption requiring modified operations
* Example - Physical: Major facility damage, neighborhood emergency
* Example - Technology: Extended SIS outage, network infrastructure failure, potential data breach
* Response: Full CMT activation, possible external assistance
* Communication: All-school notification and regular updates

**Level 4 - Critical Emergency**

* Impact: Threatens life safety or critical infrastructure
* Duration: Extended recovery period
* Disruption: Complete operational shutdown or significant impairment
* Example - Physical: Active threat, severe structural damage, major natural disaster
* Example - Technology: Ransomware encryption of all systems, confirmed breach of sensitive data
* Response: Full CMT activation plus external emergency services and resources
* Communication: Immediate all-stakeholder notification with frequent updates

# Response Strategies

## Immediate Response Phase (First 30 Minutes)

**For All Incidents**

* Assess immediate safety concerns
* Establish incident command
* Gather essential facts and determine severity level
* Activate appropriate team members
* Document initial actions and information

**For Physical Emergencies**

* Account for all students and staff
* Implement appropriate protective action (evacuation, lockdown, shelter)
* Notify emergency services if necessary (911)
* Secure the scene and affected areas

**For Technology/Cyber Incidents**

* Identify affected systems and potential scope
* Implement technical containment measures (isolation, account freezes)
* Preserve digital evidence
* Notify IT support vendors if needed
* Activate backup processes for critical functions

**Initial Communications**

* Determine immediate notification needs
* Prepare initial communication using appropriate template
* Establish communication command center (physical or virtual)

## Management Phase (Hours 1-24)

**For All Incidents**

* Maintain regular team briefings
* Document all significant actions and decisions
* Provide regular updates to stakeholders
* Assess resource needs and request additional support as needed

**For Physical Emergencies**

* Maintain student supervision and safety
* Coordinate with responding agencies
* Provide necessary first aid or support services
* Assess facility damage and safety concerns

**For Technology/Cyber Incidents**

* Continue incident analysis and impact assessment
* Implement extended containment and eradication measures
* Determine data compromise extent (if applicable)
* Begin service restoration planning
* Evaluate regulatory reporting requirements

**Ongoing Communications**

* Develop communication schedule for regular updates
* Address media inquiries according to protocols
* Monitor for and correct misinformation
* Prepare scripts for staff response to questions

## Transition to Recovery Phase

**For All Incidents**

* Determine when crisis conditions have sufficiently stabilized
* Assess when to resume normal or modified operations
* Identify resources needed for recovery
* Begin planning for after-action review

**For Physical Emergencies**

* Conduct thorough safety assessment of facilities
* Develop plan for resumption of classes and activities
* Plan for emotional support needs (students and staff)
* Arrange for building repairs or temporary facilities if needed

**For Technology/Cyber Incidents**

* Verify system integrity before restoration
* Prioritize critical system recovery
* Implement enhanced monitoring and security controls
* Document system changes and new safeguards
* Prepare user guidance for system return

# Crisis Management Checklist

**Pre-Crisis Preparation**

* Maintain updated Crisis Team contact list with multiple contact methods
* Conduct at least one crisis drill each semester (including cybersecurity scenarios)
* Review crisis plan annually before school year begins
* Stock emergency supplies in multiple locations
* Test notification systems monthly
* Ensure backup procedures exist for critical technology functions
* Verify vendor emergency contact information is current
* Identify potential command post locations (physical and virtual)
* Create emergency "go-kits" for crisis team members
* Maintain updated student emergency contact information

**Initial Response**

* Verify facts about the incident
* Notify principal/superintendent
* Determine severity level
* Activate appropriate crisis team members
* Establish command post (physical or virtual)
* Implement immediate protective actions if needed
* Account for all students and staff in physical emergencies
* Document time and nature of incident
* Call 911 if necessary
* Secure affected areas (physical or digital)
* Activate parent notification procedures if warranted

**During Crisis**

* Maintain student supervision at all times (for physical incidents)
* Hold brief team updates every 30-60 minutes in acute phase
* Log all major decisions and actions
* Serve as primary contact for emergency responders
* Delegate tasks based on available personnel
* Implement communication plan for parents/community
* Monitor for rumors and misinformation
* Adjust response based on changing conditions
* Address essential needs (safety, communications, continuity)
* Activate manual procedures for technology-dependent functions if needed

**Crisis De-escalation**

* Determine when immediate threat has passed
* Assess safety for resumption (building safety or system integrity)
* Communicate next steps to staff, students, and families
* Plan for resuming classes/activities (same day or next day)
* Conduct initial impact assessment
* Identify students/staff needing follow-up support
* Contact district support resources if needed
* Prepare for transition to recovery operations

**Post-Crisis**

* Hold brief after-action discussion within 24-48 hours
* Document what worked and what didn't
* Update emergency protocols as needed
* Thank staff and partners who assisted
* Monitor students and staff for delayed stress reactions
* Communicate lessons learned to appropriate stakeholders
* Submit necessary reports to district/state authorities
* Replenish emergency supplies
* Consider commemorative or closure activities if appropriate

# Crisis Communication Protocols

**Communication Objectives**

* Provide timely, accurate information to appropriate audiences
* Maintain credibility and trust through transparency
* Prevent the spread of misinformation
* Support the operational response to the crisis
* Protect student privacy and confidentiality
* Demonstrate care and concern for those affected
* Preserve the school's reputation and relationships

## Team Roles and Responsibilities

**Communications Lead (Principal/Superintendent)**

* Serves as primary spokesperson
* Approves all external messages
* Makes decisions on communication timing and channels
* Coordinates with emergency responders or vendors on public messages

**Family Communications Coordinator (Administrative Assistant/Counselor)**

* Manages parent/guardian notification
* Coordinates emergency notification system
* Responds to family inquiries
* Maintains updated contact lists
* Manages translation needs for families

**Digital/Media Contact (Technology Coordinator/Designee)**

* Updates school website with emergency information
* Posts updates to school social media
* Monitors online information and rumor control
* Documents media inquiries and responses
* Serves as backup media contact

## Communication Activation Process

**Triggers and Criteria** The Crisis Communication protocols activate when:

* Any school crisis management response is initiated
* An incident occurs that will likely generate parent/community concern
* A situation affects or disrupts normal school operations
* Rumors or misinformation are spreading among students/families
* Media inquiries are received about a school incident
* Technology outage or cybersecurity incident affects student/family services
* Any situation requiring rapid communication to protect student safety

**Activation Steps**

1. Principal/designee decides to activate communications protocols
2. Communications Lead gathers verified facts (who, what, where, when)
3. Available communication team members are notified
4. Initial parent/staff notification method is selected
5. Initial message is drafted using appropriate template
6. Principal/communications lead approves message
7. Message is distributed through primary channels
8. Additional communication channels are activated as needed

## Communication Strategies

**Initial Response Phase (First 30-60 Minutes)**

* Send brief initial notification once facts are confirmed
* Prioritize what stakeholders need to know immediately
* Focus on safety and status information
* State only confirmed facts, avoiding speculation
* Indicate when next update will come
* Use multiple communication channels
* Protect student privacy and confidentiality

**Ongoing Communications Phase**

* Provide updates at predictable intervals
* Address common questions and concerns
* Maintain consistent information across all channels
* Balance transparency with student privacy requirements
* Monitor for and correct misinformation
* Adjust message frequency based on situation stability
* Document all communications sent and received

**Recovery Communications Phase**

* Inform about return-to-school/return-to-service plans
* Communicate available support resources
* Provide age-appropriate messaging for students
* Share only appropriate information about the incident
* Express thanks to those who assisted in response
* Outline follow-up actions being taken

## Crisis Communications Checklist

**Pre-Crisis Preparation**

* Maintain updated parent/guardian contact information in SIS
* Test mass notification system quarterly
* Create templates for common emergency scenarios (physical and cyber)
* Ensure multiple staff can access communication systems
* Verify school website can be updated remotely
* Establish relationship with district communications (if applicable)
* Create emergency communication "go-kit" with supplies and instructions
* Identify translation resources for non-English speaking families
* Maintain basic staff phone tree as backup to electronic communications

**Initial Response**

* Verify key facts before communicating
* Determine primary communication method for the situation
* Use template to draft initial notification
* Get approval from principal/superintendent
* Activate notification system (text, email, app)
* Update school website with alert information
* Post brief notification to school social media
* Inform front office staff what to tell parents who call
* Notify district office if applicable
* Document time and content of all messages sent

**During Crisis**

* Provide updates at consistent intervals
* Maintain communication log of all messages sent/received
* Monitor parents’ questions and common concerns
* Address rumors with facts
* Provide specific instructions for stakeholders as needed
* Ensure staff receive updates before or simultaneously with parents
* Prepare for increased call volume
* Consider need for translated communications
* Draft/send follow-up communications as situation evolves
* If prolonged, establish regular update schedule

**Crisis De-escalation**

* Communicate "all clear" or resolution status when appropriate
* Provide information about school/system schedule changes if needed
* Share after-crisis support resources for students/families
* Communicate next steps to all stakeholders
* Develop FAQ for common questions
* Prepare staff for parent questions
* Send an end-of-day update if incident occurred during school day

**Post-Crisis**

* Send follow-up communication the next school day
* Thank stakeholders for their cooperation
* Address any lingering questions or concerns
* Document effectiveness of communication efforts
* Identify communication problems to fix
* Restore any temporary website/social media changes
* Update communication templates based on experience
* Check in with staff regarding parent communications they received
* Save copies of all communications sent for documentation

# Recovery and Transition

**Recovery Assessment**

* Evaluate when crisis conditions have stabilized
* Assess physical, technological, and emotional impacts
* Determine readiness for return to normal operations
* Identify ongoing support needs and resources
* Document current status and outstanding issues

**Return to Operations Planning**

* Develop phased approach to resuming normal activities
* Prioritize essential functions and services
* Establish timeline for complete recovery
* Address accommodations for ongoing impacts
* Communicate recovery plan to all stakeholders

**Support Services Coordination**

* Arrange for needed counseling or psychological services
* Identify technology support requirements
* Coordinate facility repairs or alternative spaces
* Engage community resources as appropriate
* Implement temporary accommodations for affected individuals

**Communication During Recovery**

* Announce return to operations plans
* Provide clear expectations for staff, students, and families
* Share resources for ongoing support
* Acknowledge contributions to crisis response
* Update stakeholders on longer-term improvements

**Documentation and Follow-up**

* Complete all required incident documentation
* Submit necessary reports to authorities/district
* Address any compliance or regulatory requirements
* Follow up on outstanding issues and actions
* Track recovery progress and milestones

# After-Action Process

**After-Action Meeting**

* Conduct initial review within 24-48 hours
* Include all key response personnel
* Focus on facts and observations, not blame
* Document immediate improvement opportunities
* Identify resources needed for full recovery

**Comprehensive Review**

* Conduct thorough review within 2 weeks
* Examine all aspects of the response
* Analyze communication effectiveness
* Evaluate technology systems performance
* Identify policy and procedure improvements

**Plan Updates**

* Revise crisis management plan based on lessons learned
* Update communication templates and protocols
* Enhance training and exercise programs
* Strengthen preventive measures
* Document changes and rationale

**Recognition and Support**

* Acknowledge staff contributions during crisis
* Address ongoing support needs
* Celebrate successful crisis management
* Build organizational resilience
* Strengthen team relationships

**Long-term Improvements**

* Implement systemic improvements
* Address underlying vulnerabilities
* Enhance preparedness for similar events
* Share lessons with peer organizations
* Build community partnerships

# North Dakota Requirements & Resources

## State Requirements for School Emergency Planning

North Dakota schools must adhere to specific state requirements regarding emergency preparedness:

* **Mandatory Drills**: Per North Dakota Century Code 15.1-06-12, all public and nonpublic schools must conduct fire, tornado, and other emergency or disaster drills, including lockdown drills.
* **Fire Drill Requirements**: According to the International Fire Code adopted by North Dakota, the first emergency evacuation drill must be conducted within 10 days of the beginning of classes. The ND Office of Attorney General, Fire Marshal Division requires a minimum of four (4) dedicated fire drills annually.
* **All-Hazards Approach**: Schools are encouraged to develop comprehensive emergency plans that address multiple hazards relevant to North Dakota communities.

## North Dakota Support Resources

The following state resources are available to assist schools with emergency planning:

**Assessment & Planning Support**

* **Emergency Operations Planning Assessment**: Available through the North Dakota Safety Council at (701) 223-6372 or (800) 932-8890.
* **Critical Infrastructure Vulnerability Assessment**: Available through North Dakota Department of Emergency Services at (701) 328-8165 or the North Dakota Protective Security Advisor at the US Department of Homeland Security at (701) 516-3940.

**Training & Professional Development**

* **School Resource Officer Support**: The North Dakota SRO Association (NDASRO) provides training for school-based law enforcement.
* **Emergency Management Training**: The North Dakota Department of Emergency Services provides training courses in the National Incident Management System (NIMS).
* **Tabletop Exercises**: Schools can request assistance with conducting emergency exercises by contacting ND Department of Emergency Services.

**Additional Resources**

* **NDResponse**: The state's emergency information portal (ndresponse.gov) provides timely information during emergencies.
* **SchoolSafety.gov Regional Resources**: Federal resources specific to North Dakota schools are available at schoolsafety.gov/state-search-tool/north-dakota.
* **Hazard Mitigation Team**: North Dakota has an active State Hazard Mitigation Team with representatives from over 100 public and private organizations.

## Key Emergency Contacts

|  |  |  |
| --- | --- | --- |
| Agency | Contact Information | Purpose |
| ND Dept. of Emergency Services | (701) 328-8165 | Emergency planning, hazard mitigation, response coordination |
| ND State Fire Marshal | (701) 328-5555 | Fire drill requirements, building safety |
| ND Safety Council | (701) 223-6372 | Emergency operations planning assessments |
| ND Dept. of Public Instruction | (701) 328-2753 | School safety resources and guidance |
| ND Information Technology | Service Desk: 701-328-4470  <https://www.ndit.nd.gov/support/report-cyber-security-incident> | Cybersecurity incident reporting and support. |
|  |  |  |

# North Dakota Hazards & Response Considerations

North Dakota schools face several region-specific hazards that should be incorporated into emergency planning. This section outlines the primary natural and environmental hazards in the state, along with key response considerations for each.

## Winter Weather Emergencies

North Dakota experiences severe winter weather that can significantly impact school operations and safety.

**Key Hazards:**

* Blizzards and winter storms with heavy snowfall
* Extreme cold temperatures and wind chill
* Ice storms and freezing rain
* Winter flooding during spring thaw

**Response Considerations:**

* Early Dismissal Protocols: Establish clear thresholds for early dismissal decisions based on forecasted conditions and timing
* Shelter-in-Place Plans: Prepare for extended sheltering if students cannot be safely transported home
* Power Outage Contingencies: Maintain emergency heating options and supplies for potential power outages
* Transportation Coordination: Work closely with bus companies/transportation departments to monitor road conditions
* Parent Communication: Develop clear messaging for weather-related schedule changes and closures
* Remote Learning Transition: Have procedures ready to transition to remote learning during extended closures

## Flooding

Flooding is one of North Dakota's most common natural disasters, particularly along rivers during spring thaw.

**Key Hazards:**

* Spring snowmelt flooding
* Ice jam flooding
* Flash flooding from severe thunderstorms
* Riverine flooding

**Response Considerations:**

* Evacuation Routes: Identify and map flood-safe evacuation routes specific to your school's location
* Transportation Alternatives: Develop plans for when normal bus routes may be compromised by floodwater
* Facility Protection: Implement procedures to protect critical infrastructure and resources from water damage
* Coordination with Local Emergency Management: Establish direct communication with county flood response teams
* Long-term Displacement Planning: Prepare for potential long-term facility closure or relocation if in flood-prone areas

## Severe Summer Weather

Thunderstorms, tornadoes, and high winds can threaten North Dakota schools, particularly during late spring and summer months.

**Key Hazards:**

* Tornadoes and funnel clouds
* Severe thunderstorms with damaging winds
* Large hail
* Lightning strikes

**Response Considerations:**

* Tornado Sheltering Locations: Identify and clearly mark the safest locations within each school building
* Outdoor Activities Protocol: Establish clear guidelines for suspending outdoor activities
* Weather Monitoring: Assign specific staff to monitor weather alerts during high-risk periods
* Summer Program Considerations: Develop specific protocols for summer programs when students may be in various locations
* Transportation Safety: Create procedures for buses caught in severe weather

## Technological & Infrastructure Failures

North Dakota's rural nature and extreme weather can impact critical infrastructure and technology systems.

**Key Hazards:**

* Extended power outages
* Heating system failures during winter
* Water service disruptions
* Communication system outages
* Internet/network failures

**Response Considerations:**

* Backup Power Systems: Maintain generators and establish priorities for power allocation
* Alternative Heating Plans: Develop contingency plans for heating system failures in extreme cold
* Water Disruption Protocol: Store emergency water supplies and establish sanitation procedures
* Communication Redundancy: Maintain multiple communication methods (radio, cellular, satellite)
* Technology Continuity: Create offline alternatives for critical technology-dependent functions

# Communication Templates

Purpose and Use of These Templates

These communication templates are designed to provide **starting points and frameworks** for crisis communications during cybersecurity incidents. They are not meant to be used verbatim, but rather adapted to your specific situation, school culture, and stakeholder needs.

How to Use These Templates Effectively

**Before an Incident:**

* Review templates with your Crisis Management Team to understand the flow and components
* Customize basic information (school name, contact details, key personnel)
* Identify which templates best fit your school's communication style and community
* Consider creating shortened versions for time-sensitive situations
* Ensure all team members know where to find and how to access these templates

**During an Incident:**

* **Start with the template framework** but adapt content based on:
  + Specific facts of your incident
  + Your community's communication preferences
  + Legal requirements specific to your situation
  + Time constraints and urgency level
* **Focus on accuracy over speed** - it's better to send fewer, accurate communications than rushed, incomplete ones
* **Coordinate all communications** through your designated Communications Coordinator
* **Document what you send** - save copies of all communications for after-action review

Remember: Templates are Tools, Not Scripts

These templates provide structure and ensure you don't miss critical elements during a stressful situation. However, **your judgment, knowledge of your community, and specific incident facts should always guide your final communications**. When in doubt, err on the side of accuracy and seek appropriate approvals before sending.

The goal is **clear, timely, and helpful communication** that keeps your community informed while supporting your incident response efforts.

Template Adaptation Guidelines

**Key Elements to Customize:**

* **Specific incident details** - Replace bracketed placeholders with your actual facts
* **Timeline information** - Adjust timeframes based on your specific situation
* **Contact information** - Ensure all contact details are current and appropriate
* **Stakeholder-specific language** - Adapt tone and detail level for your community
* **Legal requirements** - Modify based on your state's specific notification laws
* **Support resources** - Include resources actually available to your community

**Maintaining Consistency:**

* Use the same incident description across all communications
* Keep messaging consistent between different communication channels
* Ensure all communications align with your Crisis Management Plan
* Coordinate with other district communications if applicable

Communication Tone and Psychology

The following are the core principles for crisis messaging:

Empathy and Reassurance

* Acknowledge the stress and concern that incidents create for families
* Use language that demonstrates care and understanding
* Avoid clinical or overly technical language that can feel cold
* Express genuine concern for those affected by the incident

Transparency Without Blame

* Be honest about what happened without assigning fault prematurely
* Focus on response actions rather than dwelling on how the incident occurred
* Avoid defensive language that might suggest cover-up or minimization
* Share what you know while being clear about what you're still investigating

Clear Authority and Competence

* Communicate confidence in your response capabilities
* Use active voice to show you're taking control of the situation
* Provide specific actions being taken rather than vague assurances
* Demonstrate coordination with appropriate authorities and experts

Managing Anxiety and Uncertainty

* Address the most common fears first (student safety, data security, etc.)
* Provide concrete next steps and timelines when possible
* Acknowledge uncertainty honestly rather than making promises you can't keep
* Give people actionable steps they can take to feel more in control

**Language Guidelines:**

Use phrases like:

* "We immediately took action to..."
* "All students and staff are safe"
* "We understand your concern about..."
* "We are working with experts to..."
* "We will keep you informed as..."

Avoid phrases like:

* "We have no choice but to..."
* "Unfortunately, we failed to..."
* "We don't know anything about..."
* "This should never have happened"
* "We can't tell you anything until..."

**Addressing Different Emotional Responses:**

* Anger: Acknowledge frustration, focus on corrective actions
* Fear: Lead with safety information, provide reassuring facts
* Confusion: Use simple, clear language and logical sequencing
* Helplessness: Offer specific actions people can take

**Special Considerations for Different Audiences:**

* Parents: Focus on student safety and educational impact
* Staff: Include operational guidance and role expectations
* Students: Use age-appropriate language and emphasize normalcy
* Community: Address broader impacts and school's community role

Communication Sequence Strategy

Each scenario includes a **phased communication approach:**

**Phase 1: Immediate Response** (0-4 hours)

* Focus on safety and basic facts
* Keep initial communications brief and factual
* Establish that more information will follow

**Phase 2: Detailed Notification** (4-24 hours)

* Provide comprehensive information once facts are confirmed
* Include specific actions stakeholders should take
* Establish regular update schedule

**Phase 3: Ongoing Updates** (24+ hours)

* Provide progress updates at regular intervals
* Address emerging questions or concerns
* Communicate resolution and lessons learned

Template Length and Complexity

Some templates are intentionally comprehensive to ensure all necessary information is covered. However:

* **Shorter is often better** - especially for initial communications
* **Break complex information into multiple communications** rather than one overwhelming message
* **Use bullet points and clear headings** to improve readability
* **Consider your audience** - adjust complexity based on who you're communicating with
* **Lead with the most important information** - put key facts first

Quality Control Checklist

Before sending any communication:

Content and Accuracy:

* Facts verified and accurate
* Specific incident details customized (no bracketed placeholders remain)
* Contact information current and correct
* Legal/regulatory requirements addressed
* Clear action items for recipients (if any)
* Next communication timing is specified

Tone and Psychology:

* Language demonstrates empathy and care for those affected
* Message focuses on response actions rather than blame
* Safety information leads the message when applicable
* Uncertainty acknowledged honestly without making false promises
* Audience-appropriate language used (parents vs. staff vs. students)
* Active voice used to demonstrate control and competence

Consistency and Coordination:

* Consistent with previous communications about this incident
* Messaging aligns with Crisis Management Plan protocols
* Coordinated with other district communications if applicable
* Same incident description used across all channels

Approval and Documentation:

* Appropriate approval obtained (principal, superintendent, legal)
* Communications Coordinator involved in review process
* Copies saved for documentation and after-action review
* Distribution method confirmed and tested

Final Review:

* Message addresses likely audience concerns and questions
* Information is presented in logical, easy-to-follow sequence
* Message length is appropriate for urgency and communication channel
* Call-to-action clear and specific

## Scenario: Weather-Related Closures and Delays

**Communication Sequence for Weather Events**

Phase 1: Monitoring and Preparation (12-24 hours before)

* Weather monitoring alerts
* Preparation communications to staff

Phase 2: Decision and Notification (2-6 hours before/during)

* Closure/delay announcements
* Transportation updates
* Safety instructions

Phase 3: Follow-up and Recovery (During/after event)

* Status updates during the event
* Reopening announcements
* Recovery communications

### Text Alerts

School Closure: CLOSURE: [School Name] CLOSED on [date] due to [weather condition]. All activities canceled. Remote learning [will/will not] be activated. Updates at [website/app]. Stay safe!

Delayed Start: SCHEDULE CHANGE: [School Name] starting 2 hours late on [date] due to [weather condition]. Buses will run on delay. No morning programs. Updates at [website/app].

Early Dismissal: NOTICE: [School Name] dismissing at [time] due to [weather/conditions]. Buses will run. Parent pickup at [location]. Contact [phone] with questions. Drive safely.

Weather Monitoring Alert: WEATHER ALERT: [School Name] monitoring [weather condition] for [date]. Decision on school status by [time]. Updates via [communication method]. Prepare for possible closure/delay.

### Email Template (Weather Closure Notification)

Subject: SCHOOL CLOSURE: [School Name] Closed [Date] Due to [Weather Condition]

Dear [School Name] Families,

Due to [specific weather condition and severity], [School Name] will be CLOSED on [date]. This decision was made in consultation with [transportation department/emergency management/weather service] to ensure the safety of our students and staff.

**Closure Details:**

* All classes and activities are canceled
* All school facilities are closed to the public
* After-school and evening activities are canceled
* [Athletic events status]
* [Community use of facilities status]

**Remote Learning:**

* Remote learning [will/will not] be implemented
* [If applicable: Instructions for accessing remote learning]
* [If applicable: Expectations for student participation]
* [Teacher availability for questions]

**Transportation:**

* All bus routes are canceled
* [Special instructions for rural route families]
* [Instructions for families who provide their own transportation]

**Child Care Information:** We understand that school closures can create child care challenges. [Include any available resources or suggestions for families]

**Safety Reminders:**

* [Specific safety guidance for the weather condition]
* Keep emergency supplies available
* Monitor local weather and road conditions
* [Heating safety if applicable]

**Decision Process:** This decision was made at [time] based on:

* Current and forecasted weather conditions
* Road conditions and visibility
* Consultation with [transportation/emergency management]
* Safety of students and staff as our top priority

**Next Update:** We will assess conditions again at [time] and provide an update about [next school day] by [time] via [communication methods].

**Stay Connected:**

* Check [school website] for updates
* Follow [school social media accounts]
* Monitor local news and weather
* Ensure your contact information is current

We appreciate your understanding and cooperation. Please stay safe and warm during this weather event.

Sincerely,

[Principal/Superintendent Name]

[School Name]

### Email Template (Delayed Start Notification)

Subject: 2-HOUR DELAY: [School Name] Starting Late [Date] Due to [Weather]

Dear [School Name] Families,

Due to [weather condition], [School Name] will operate on a 2-HOUR DELAY on [date]. Classes will begin at [time] instead of the regular [time].

**Revised Schedule:**

* School starts at [time] (2 hours later than normal)
* Dismissal remains at regular time: [time]
* Bus pickup times are delayed by 2 hours
* Breakfast program [will/will not] be available
* Before-school programs and activities are canceled

**Transportation:**

* Buses will run approximately 2 hours behind normal schedule
* [Specific instructions for bus riders]
* [Instructions for parent/guardian transportation]
* [Special notes for rural routes if applicable]

**Staff Reporting:**

* [Staff reporting time information if relevant to families]

**Morning Programs:**

* All before-school activities are canceled
* [Specific program cancellations]
* [Child care availability if offered]

**Decision Factors:** This delay allows time for:

* Road crews to improve conditions
* Visibility to improve
* Temperatures to rise [if applicable]
* Safer travel conditions for buses and families

**Safety Reminders:**

* Drive slowly and allow extra time
* Watch for school buses and children
* [Weather-specific safety guidance]
* Dress warmly for bus stops and walking

**Updates:** We will continue monitoring conditions and will notify you immediately if further changes become necessary. Check [communication methods] for any updates.

Thank you for your patience and cooperation. Safety is our highest priority.

Sincerely,

[Principal/Superintendent Name]

[School Name]

### Website Banner

School Closure Banner: ❄️ SCHOOL CLOSED: [School Name] is CLOSED on [date] due to [weather condition]. All activities canceled. Remote learning [status]. Stay safe and monitor for updates. Last updated: [timestamp]

Delayed Start Banner: ⏰ 2-HOUR DELAY: [School Name] starting 2 hours late on [date] due to [weather]. Buses delayed 2 hours. Before-school activities canceled. Last updated: [timestamp]

Early Dismissal Banner: 🚌 EARLY DISMISSAL: [School Name] dismissing at [time] due to [weather condition]. Buses will run. Parent pickup available. Drive safely. Last updated: [timestamp]

Weather Monitoring Banner: ⛈️ WEATHER WATCH: Monitoring [weather condition] for potential impact on [date]. Decision by [time]. Prepare for possible closure/delay. Updates posted here. Last updated: [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About Weather Decisions:

* "We make weather-related decisions based on current conditions, forecasts, and road safety."
* "We consult with [transportation/emergency management/weather service] before deciding."
* "Student and staff safety is our top priority in all weather decisions."

Decision Timing:

* "We aim to make decisions by [time] when possible to give families adequate notice."
* "Sometimes conditions change rapidly and require last-minute decisions."
* "We monitor conditions continuously and will make additional changes if needed."

Communication Methods:

* "Families are notified via [list communication methods]."
* "We recommend checking [website/app] for the most current information."
* "Local media also receives our closure/delay notifications."

Remote Learning (if applicable):

* "Remote learning [will/will not] be implemented during closures."
* "Information about accessing remote learning is available at [location]."
* "Teachers will be available for questions during [specified hours]."

**WHAT TO AVOID:**

* Speculation about future weather decisions beyond the current day
* Criticism of transportation companies or emergency management decisions
* Promises about specific timing for future decisions
* Detailed weather forecasting (refer to meteorologists)

**IF ASKED ABOUT:**

Why Schools Close When Others Don't: "School transportation covers large rural areas with varying road conditions. We must consider the safety of bus routes and the time needed for safe transportation."

Remote Learning: "Information about remote learning expectations and resources is available [location]. Teachers will communicate specific assignments through [method]."

Makeup Days: "Information about makeup days will be provided [when/how] in accordance with state requirements."

### Phone Script

"Thank you for calling [School Name]. If you are calling about weather-related school closures or delays:

For Current Day:

* [School Name] is [closed/delayed/dismissing early] today due to [weather condition]
* [Transportation status]
* [Remote learning status if applicable]

For Tomorrow:

* We are monitoring weather conditions and will make a decision by [time]
* Updates will be sent via [communication methods]
* Check [website/app] for the most current information

General Information:

* All weather decisions prioritize student and staff safety
* We work closely with transportation and emergency management
* [Athletic/activity status information]

For specific questions about remote learning, please contact [contact]. For transportation questions, please contact [transportation contact]."

### Social Media

School Closure Post: ❄️ SCHOOL CLOSURE: [School Name] is CLOSED [date] due to [weather condition]. All activities canceled. Remote learning [status]. Please stay safe and warm! Updates at [website]. #SchoolClosure #Weather #SafetyFirst

Delayed Start Post: ⏰ 2-HOUR DELAY: [School Name] will start 2 hours late [date] due to [weather]. Buses delayed 2 hours. Before-school programs canceled. Drive safely! #SchoolDelay #Weather

Early Dismissal Post: 🚌 EARLY DISMISSAL: [School Name] dismissing at [time] due to [weather]. Buses will run. Please arrange pickup if needed. Drive safely! #EarlyDismissal #Weather #SafetyFirst

Weather Watch Post: ⛈️ WEATHER WATCH: Monitoring [weather condition] for potential impact on school tomorrow. Decision by [time]. Stay tuned to [communication channels] for updates. #Weather #SchoolUpdate

## Scenario: Physical Security Incidents (Lockdown/Evacuation)

**Communication Sequence for Security Incidents**

Phase 1: Immediate Response (0-30 minutes)

* Internal lockdown/evacuation procedures
* Initial safety notifications

Phase 2: Ongoing Response (30 minutes - 2 hours)

* Status updates to families
* Coordination with law enforcement
* Media management

Phase 3: Resolution and Recovery (2+ hours)

* All-clear notifications
* Reunification procedures
* Follow-up support information

### Text Alerts

Lockdown Alert: IMPORTANT: [School Name] is in LOCKDOWN. All students are safe inside classrooms. DO NOT come to campus. Updates to follow via email/app. Estimated next update: [time]

Evacuation Alert: ALERT: [School Name] has been evacuated due to [general reason]. Students are at [location]. PICKUP INFO: [brief instructions]. Details via email. Please follow staff directions.

All Clear**:** ALL CLEAR: [School Name] lockdown/evacuation has been lifted. All students and staff are safe. Normal operations resuming. Detailed update via email. Thank you for your patience.

Reunification: REUNIFICATION: [School Name] student pickup at [location]. Bring photo ID. Follow traffic directions. Students will only be released to authorized guardians. Updates at [location/method].

### Email Template (Lockdown Notification)

Subject: IMPORTANT: Lockdown at [School Name] - All Students Safe

Dear Parents and Guardians,

This is to inform you that [School Name] initiated a lockdown at approximately [time] due to [general reason - police activity in area/potential threat/etc.]. All students and staff are safe and secure.

**Current Status:**

* All students and staff are safely secured in classrooms
* We are following our established lockdown procedures
* Local law enforcement is [on scene/coordinating with us]
* The situation is [being monitored/under investigation]

**What This Means:**

* Students and staff remain in secured classrooms
* No one is permitted to enter or leave the building
* All exterior doors are locked and secured
* [Specific safety measures in place]

**What You Should Do:**

* DO NOT come to the school campus
* DO NOT call the school - we need to keep phone lines open
* Monitor [communication methods] for updates
* Wait for further instructions before taking any action

**Law Enforcement:**

* [Local police department] is [coordinating with us/on scene]
* We are following their guidance for safety procedures
* They will assist in determining when the lockdown can be lifted

**Next Update:** We will provide another update by [specific time] via [communication method]. We will continue to update you regularly until the situation is resolved.

**Our Priority:** The safety of our students and staff is our absolute top priority. We are taking all necessary precautions and working closely with law enforcement to ensure everyone remains safe.

Thank you for your patience and cooperation during this time.

Sincerely,

[Principal Name]

Principal, [School Name]

### Email Template (Evacuation Notification)

Subject: URGENT: [School Name] Evacuation - Student Pickup Instructions

Dear Parents and Guardians,

[School Name] has been evacuated due to [general reason] at approximately [time]. All students and staff have been safely evacuated and are currently at [location].

**Current Status:**

* All students and staff are safe and accounted for
* We have evacuated to [specific location/address]
* [Reason for evacuation - fire alarm, gas leak, etc.]
* Emergency responders are on scene

**Student Pickup Information:**

* Student pickup location: [specific address and location details]
* Pickup begins immediately
* You MUST bring photo identification
* Students will ONLY be released to authorized guardians listed in our records
* Please follow traffic directions from law enforcement/staff

**Pickup Procedures:**

1. Park in designated areas only - follow traffic control
2. Proceed to the [specific area] with photo ID
3. Check in with staff to request your student
4. Wait for your student to be brought to you
5. Sign out your student before leaving

**Transportation:**

* Regular bus transportation is [canceled/modified]
* [Information about bus pickup if applicable]
* [Special transportation arrangements]

**What You Should NOT Do:**

* Do not go to the school building
* Do not enter the evacuation site without checking in
* Do not take students other than your own without proper authorization

**For Students Who Cannot Be Picked Up:**

* Students whose parents/guardians cannot pick them up will be supervised by staff
* [Alternative arrangements for transportation home]
* [Contact information for questions about student pickup]

**Building Status:**

* The school building is currently [closed/being inspected/unsafe to occupy]
* We will provide updates about building status and tomorrow's school schedule
* All after-school activities are canceled

**Next Update:** We will send information about tomorrow's school schedule by [time] via [communication method].

Thank you for your cooperation with pickup procedures. Your patience helps us ensure all students are safely reunited with their families.

Sincerely,

[Principal Name]

Principal, [School Name]

### Website Banner

Lockdown Banner: 🚨 LOCKDOWN: [School Name] is currently in lockdown. All students and staff are safe and secure. DO NOT come to campus. Updates will be posted here regularly. Last updated: [timestamp]

Evacuation Banner: ⚠️ EVACUATION: [School Name] has been evacuated. All students and staff are safe at [location]. Parent pickup information available. Follow traffic directions. Last updated: [timestamp]

All Clear Banner: ✅ ALL CLEAR: [School Name] lockdown/evacuation has been lifted. All students and staff are safe. Normal operations resuming. Thank you for your patience. Last updated: [timestamp]

Reunification Banner: 👥 REUNIFICATION: Student pickup at [location]. Bring photo ID. Follow traffic control. Students released only to authorized guardians. Last updated: [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About the Incident:

* "We initiated [lockdown/evacuation] at [time] due to [general reason]."
* "All students and staff are safe and accounted for."
* "We are following our established emergency procedures."

Current Status:

* "We are working closely with law enforcement to [resolve the situation/ensure safety]."
* "The situation is [being monitored/under investigation/resolved]."
* "We will lift the [lockdown/evacuation] when authorities confirm it's safe."

Student and Staff Safety:

* "All students and staff are in safe, secure locations."
* "We are maintaining communication with all staff throughout the building."
* "Emergency procedures are being followed exactly as practiced."

Parent Response:

* "Parents should NOT come to the school campus at this time."
* "We will provide regular updates through [communication methods]."
* "Reunification procedures will be communicated when appropriate."

**WHAT TO AVOID:**

* Specific details about the nature of the threat
* Information about law enforcement response tactics
* Speculation about the cause or duration of the situation
* Details about specific locations within the building
* Information that could compromise ongoing response efforts

**IF ASKED ABOUT:**

Student Safety: "All students and staff are safe and secure. We are following our established emergency procedures and working closely with law enforcement."

Duration: "We will maintain [lockdown/evacuation] until law enforcement confirms it is safe to resume normal operations. Student and staff safety is our only priority."

Communication: "We are providing regular updates through [methods]. Parents should monitor these channels rather than calling the school so we can keep phone lines open for emergency use."

### Phone Script

**During Active Incident:** "Thank you for calling [School Name]. We are currently managing a [lockdown/evacuation] situation.

* All students and staff are safe and secure
* We are working closely with law enforcement
* Please DO NOT come to the school campus
* Regular updates are being posted at [website/social media]
* We will provide reunification information when appropriate

Please monitor [communication channels] for updates rather than calling, as we need to keep phone lines open for emergency coordination."

**After Incident Resolution:** "Thank you for calling [School Name]. The [lockdown/evacuation] has been lifted and normal operations are resuming.

* All students and staff remained safe throughout the incident
* We followed our established emergency procedures
* Law enforcement has confirmed the situation is resolved
* [Information about school schedule/activities]

If you have specific questions about [pickup procedures/counseling services/etc.], I can help you with that."

### Social Media

Lockdown/Evacuation Post: 🚨 EMERGENCY: [School Name] is in [lockdown/evacuation]. All students and staff are SAFE. DO NOT come to campus. We are working with law enforcement. Updates will be posted here regularly. #SchoolSafety #Emergency

Status Update Post: 📢 UPDATE: [School Name] [lockdown/evacuation] continues. All students and staff remain safe and secure. We are working with law enforcement. DO NOT come to campus. Next update in [timeframe]. #SchoolSafety #Emergency

All Clear Post: ✅ ALL CLEAR: [School Name] [lockdown/evacuation] has been lifted. All students and staff are safe. Normal operations resuming. Thank you for your patience and cooperation. #SchoolSafety #AllClear

Reunification Post: 👥 REUNIFICATION: Student pickup at [location]. Bring photo ID. Follow traffic directions from law enforcement. Students will only be released to authorized guardians. #SchoolSafety #Reunification

## Scenario: Health Emergencies and Medical Incidents

**Communication Sequence for Health Emergencies**

Phase 1: Immediate Response (0-1 hour)

* Medical emergency management
* Initial safety notifications if needed

Phase 2: Information Management (1-6 hours)

* Health status communications
* Coordination with health authorities
* Privacy protection measures

Phase 3: Ongoing Health Management (6+ hours)

* Community health guidance
* Return to normal operations
* Prevention measures

### Text Alerts

Medical Emergency (General): MEDICAL EMERGENCY: Emergency responders at [School Name]. All other students and staff are safe. Campus secure. Updates to follow. DO NOT come to campus unless contacted directly.

Communicable Disease: HEALTH ALERT: [School Name] has confirmed case of [condition]. Health department notified. Affected areas [being cleaned/closed]. Detailed health guidance via email.

Air Quality/Environmental: AIR QUALITY ALERT: [School Name] moving all activities indoors due to [air quality/environmental concern]. Students safe. Monitor email for updates and health guidance.

### Email Template

Subject: IMPORTANT: Health Incident at [School Name] - Information and Guidance

Dear [School Name] Families,

We are writing to inform you of a health-related incident that occurred at [School Name] today and to provide you with important information.

**What Happened:**

* [Brief, appropriate description of health incident]
* Emergency medical services responded at [time]
* [General outcome - person transported for medical care, etc.]
* All other students and staff are safe and accounted for

**Privacy and Confidentiality:**

* We are respecting the privacy of the individual(s) involved
* We cannot and will not share specific medical information
* We ask that you respect the privacy of those affected

**Health and Safety Measures:**

* [Any health precautions taken]
* [Cleaning or decontamination procedures if applicable]
* [Areas closed or restricted if any]
* [Health screening procedures if implemented]

**Guidance from Health Authorities:** [Include any guidance from local health department, such as:]

* [Symptoms to watch for]
* [Preventive measures]
* [When to seek medical attention]
* [Return to school guidelines]

**What You Should Do:**

* [Specific actions families should take]
* [Health monitoring recommendations]
* [When to contact healthcare providers]
* [Reporting procedures for related symptoms]

**School Operations:**

* Classes continue as normal [or describe modifications]
* [Changes to school activities if any]
* [Enhanced cleaning procedures]
* [Additional health measures in place]

**Counseling and Support:**

* [Available counseling services]
* [How to access mental health support]
* [Resources for discussing incident with children]

**Contact Information:**

* Health questions: [local health department contact]
* School questions: [school contact information]
* Crisis support: [counseling resources]

We will continue to work closely with health authorities and will provide updates as appropriate. Thank you for your understanding and cooperation.

Sincerely,

[Principal Name]

Principal, [School Name]

### Website Banner

Medical Emergency Banner: 🚑 MEDICAL EMERGENCY: Emergency responders at [School Name]. All other students and staff are safe. Campus secure. DO NOT come to campus unless contacted directly. Last updated: [timestamp]

Health Alert Banner: ⚕️ HEALTH ALERT: [School Name] has confirmed case of [condition]. Health department notified. Enhanced cleaning in progress. Detailed guidance sent to families. Last updated: [timestamp]

Air Quality Banner: 🌫️ AIR QUALITY ALERT: All [School Name] activities moved indoors due to [air quality concern]. Students and staff safe. Monitor email for health guidance and updates. Last updated: [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About the Incident:

* "A health-related incident occurred at [time] involving [general description]."
* "Emergency medical services responded appropriately."
* "All other students and staff are safe and accounted for."

Privacy and Confidentiality:

* "We are respecting the privacy of any individuals involved."
* "We cannot share specific medical information about anyone."
* "Please respect the privacy of those affected and their families."

Health Precautions:

* "We have implemented [specific health measures] as recommended by health authorities."
* "Enhanced cleaning procedures are [in progress/completed] in affected areas."
* "We are following all guidance from the local health department."

School Operations:

* "Classes continue [as normal/with modifications] unless otherwise announced."
* "We have [implemented/not implemented] additional health screening procedures."
* "All normal health and safety protocols remain in place."

**WHAT TO AVOID:**

* Any specific medical information about individuals involved
* Speculation about causes or transmission methods
* Details that could identify affected individuals
* Medical advice (defer to health professionals)
* Information not confirmed by health authorities

**IF ASKED ABOUT:**

Student/Staff Health: "We are working closely with health authorities and following all recommended precautions. Specific health concerns should be directed to your healthcare provider."

Cleaning Procedures: "We have enhanced our cleaning procedures in accordance with health department recommendations and are continuing to monitor the situation."

School Closure: "We will continue to operate normally unless health authorities recommend otherwise. We will notify families immediately of any changes."

### Phone Script

"Thank you for calling [School Name]. If you are calling about the health incident:

* A health-related situation occurred at [time] today
* Emergency medical services responded appropriately
* All other students and staff are safe
* We are working closely with health authorities
* Enhanced health and safety measures are in place

Detailed information and health guidance has been sent to all families via email. If you haven't received this email, please provide your contact information and we'll ensure you receive it.

For specific health questions, please contact [health department contact] or your healthcare provider. For general school questions, I can help you with that."

### Social Media

Medical Emergency Post: 🚑 HEALTH INCIDENT: Emergency responders responded to a medical situation at [School Name]. All other students and staff are safe. We are working with health authorities. Families have been notified with detailed information. #SchoolSafety #Health

Health Alert Post: ⚕️ HEALTH ALERT: [School Name] is working with the health department regarding a confirmed case of [condition]. Enhanced safety measures in place. Detailed guidance sent to all families via email. #HealthAlert #SchoolSafety

Air Quality Post: 🌫️ AIR QUALITY: Due to [air quality concern], all [School Name] activities have been moved indoors. Students and staff are safe. Health guidance sent to families. Monitoring conditions closely. #AirQuality #SchoolSafety

Follow-up Post: ✅ HEALTH UPDATE: Situation at [School Name] is being managed in coordination with health authorities. Enhanced safety measures continue. Thank you for your cooperation and understanding. #HealthUpdate #SchoolSafety

## Scenario: Facility Emergencies (Fire, Utilities, Building Issues)

**Communication Sequence for Facility Emergencies**

Phase 1: Immediate Safety Response (0-30 minutes)

* Emergency response procedures
* Evacuation if necessary
* Safety notifications

Phase 2: Assessment and Planning (30 minutes - 4 hours)

* Facility damage assessment
* Educational continuity planning
* Stakeholder notifications

Phase 3: Recovery and Restoration (4+ hours)

* Restoration progress updates
* Alternative arrangements
* Return to normal operations

### Text Alerts

Fire/Emergency Response: EMERGENCY: Fire department responding to [School Name]. All students and staff evacuated safely. DO NOT come to campus. Student pickup information to follow via email.

Utility Outage: UTILITY OUTAGE: [School Name] experiencing [power/water/heating] outage. Assessing impact on school operations. Updates on tomorrow's schedule by [time] via [method].

Building Damage: FACILITY ISSUE: [School Name] has building damage requiring closure for repairs. All students and staff safe. Information about alternative arrangements to follow by [time].

### Email Template

Subject: IMPORTANT: Facility Emergency at [School Name] - Status and Instructions

Dear [School Name] Families,

We are writing to inform you of a facility emergency that occurred at [School Name] today and to provide you with important information about the situation and next steps.

**What Happened:**

* [Brief description of emergency - fire, flood, power outage, etc.]
* Emergency occurred at approximately [time]
* [Emergency response - fire department, utilities, etc.]
* All students and staff are safe and have been [evacuated/relocated/etc.]

**Current Facility Status:**

* [Building condition and safety status]
* [Areas affected by the emergency]
* [Preliminary damage assessment if available]
* [Utility status - power, water, heat, etc.]

**Student and Staff Safety:**

* All students and staff have been accounted for
* [Current location of students if evacuated]
* [Pickup procedures if applicable]
* No injuries reported [or brief injury information if appropriate]

**Immediate Impact:**

* School is closed for the remainder of today
* [Tomorrow's school status - open/closed/delayed]
* All after-school activities are canceled
* [Athletic events and practices status]
* [Community events in building status]

**Next Steps:**

* [Building inspection and assessment process]
* [Repair and restoration timeline if known]
* [Alternative arrangements being planned]
* [When more information will be available]

**Educational Continuity:** [If closure is expected to continue:]

* We are developing plans for [alternative location/remote learning/modified schedule]
* Information about educational arrangements will be provided by [time]
* [Resources available to students during closure]

**Communication Plan:**

* Next update will be provided by [specific time]
* Updates will be sent via [communication methods]
* Check [school website] for the most current information
* [Emergency hotline number if established]

**How You Can Help:**

* [If applicable: volunteer needs, donation needs, etc.]
* Keep emergency contact information current
* Monitor communications for updates
* [Specific requests related to the emergency]

We appreciate your patience and understanding as we work through this situation. The safety of our students and staff is our top priority, and we will take all necessary time to ensure our facility is safe before resuming normal operations.

For questions about this emergency, please contact [contact information].

Sincerely,

[Principal/Superintendent Name]

[School Name]

### Website Banner

Emergency Response Banner: 🚨 EMERGENCY: Fire department/emergency responders at [School Name]. All students and staff evacuated safely. DO NOT come to campus. Student pickup information to follow. Last updated: [timestamp]

Utility Outage Banner: ⚡ UTILITY OUTAGE: [School Name] experiencing [power/water/heating] outage. Assessing impact on operations. Updates on tomorrow's schedule by [time]. Last updated: [timestamp]

Building Damage Banner: 🏗️ FACILITY ISSUE: [School Name] has building damage requiring closure for repairs. All students and staff are safe. Alternative arrangements being planned. Last updated: [timestamp]

Restoration Update Banner: 🔧 RESTORATION UPDATE: [School Name] repairs in progress. [Current status]. Expected reopening: [timeframe if known]. Alternative arrangements: [details]. Last updated: [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About the Emergency:

* "A [type of emergency] occurred at [time] affecting [areas of building]."
* "All students and staff were safely [evacuated/relocated] according to our emergency procedures."
* "Emergency responders [arrived/are on scene] and the situation is [under control/being assessed]."

Current Status:

* "The building is currently [closed/partially accessible/being inspected]."
* "We are working with [emergency services/utilities/contractors] to assess and address the situation."
* "[Preliminary assessment if available] indicates [general condition]."

Student and Staff Safety:

* "All students and staff have been accounted for and are safe."
* "No injuries were reported [or brief, appropriate injury information]."
* "We followed our established emergency procedures throughout the incident."

Operations Impact:

* "School is [closed/modified operations] for [timeframe]."
* "We are developing plans for [alternative arrangements/remote learning]."
* "Information about tomorrow's schedule will be provided by [time]."

**WHAT TO AVOID:**

* Specific details about damage that might not be accurate
* Speculation about causes before official investigation
* Estimated costs of repairs or restoration
* Promises about specific timelines before official assessment
* Information that could compromise insurance or investigation processes

**IF ASKED ABOUT:**

Building Safety: "The building is being thoroughly inspected by qualified professionals. We will not resume normal operations until all safety concerns are addressed."

Alternative Arrangements: "We are working on plans for [educational continuity/alternative location] and will communicate details as soon as they are finalized."

Timeline: "We are working as quickly as possible to restore normal operations, but safety is our top priority. We will provide updates as more information becomes available."

### Phone Script

"Thank you for calling [School Name]. If you are calling about today's facility emergency:

* A [type of emergency] occurred at [time]
* All students and staff were safely evacuated
* Emergency responders are on scene and the situation is under control
* The building is currently closed for safety assessment
* All after-school activities are canceled

Information about [tomorrow's schedule/alternative arrangements] will be provided by [time] via [communication methods].

Detailed information has been sent to all families via email. If you haven't received this email, please provide your contact information and we'll ensure you receive it.

For immediate questions about student pickup or safety, I can help you with that."

### Social Media

**Emergency Response Post:** 🚨 FACILITY EMERGENCY: Emergency responders are at [School Name] due to [general emergency type]. All students and staff have been safely evacuated. Please DO NOT come to campus. Student pickup information will follow. #SchoolSafety #Emergency

**Status Update Post:** 📢 UPDATE: [School Name] facility emergency is [under control/being assessed]. All students and staff remain safe. Building closed pending safety inspection. Updates on tomorrow's schedule will be provided by [time]. #SchoolSafety

**Closure/Alternative Arrangements Post:** 🏫 SCHOOL UPDATE: [School Name] will be [closed/operating from alternative location] [tomorrow/for several days] due to facility repairs. All students and staff are safe. [Alternative learning arrangements]. Updates at [website]. #SchoolSafety #FacilityUpdate

**Reopening Post:** ✅ REOPENING: [School Name] will resume normal operations on [date]. All safety inspections complete and repairs finished. Thank you for your patience during this facility emergency. #SchoolSafety #BackToSchool

## Scenario: Transportation Emergencies

**Communication Sequence for Transportation Incidents**

Phase 1: Immediate Response (0-30 minutes)

* Ensure student safety
* Emergency response coordination
* Initial family notifications

Phase 2: Information Management (30 minutes - 2 hours)

* Detailed incident information
* Transportation alternatives
* Family coordination

Phase 3: Recovery and Follow-up (2+ hours)

* Transportation restoration
* Incident investigation updates
* Prevention measures

### Text Alerts

Bus Incident: TRANSPORTATION ALERT: School bus incident involving [School Name] students. All students safe. Parents of affected bus riders will be contacted directly. Alternative pickup at [location].

Transportation Disruption: TRANSPORTATION NOTICE: [School Name] bus service disrupted due to [reason]. Alternative arrangements being made. Parents of affected riders will be contacted with pickup information.

### Email Template

Subject: IMPORTANT: Transportation Incident Involving [School Name] Students

Dear [School Name] Families,

We are writing to inform you of a transportation incident involving [School Name] students and to provide you with information about the situation.

**What Happened:**

* [Brief description of incident - bus breakdown, accident, etc.]
* The incident occurred at [time] at [general location]
* [Number] students from [School Name] were on the bus
* Emergency responders [were/were not] called to the scene

**Student Safety:**

* All students are safe and accounted for
* [Any injuries - none reported, minor injuries, etc.]
* [Medical attention provided if any]
* Students are currently [location and supervision status]

**Immediate Response:**

* [Transportation company] and school staff responded immediately
* [Emergency services response if applicable]
* Parents of students on the affected bus are being contacted directly
* Alternative transportation is being arranged

**Pickup Information:** **For parents of students on the affected bus:**

* Student pickup location: [specific address]
* Pickup time: [time range]
* Please bring photo identification
* [Specific pickup procedures]

**For all other families:**

* Regular transportation schedules are not affected
* [Any modifications to regular routes if applicable]

**Transportation Status:**

* [Affected route status for remainder of day]
* [Tomorrow's transportation plans]
* [Alternative arrangements for affected route]

**Investigation:**

* [Transportation company] is investigating the cause
* [School district] is working with [relevant authorities]
* We will review safety procedures as appropriate
* [Timeline for investigation if known]

**Support Services:**

* [Counseling services available if needed]
* [Contact information for student support]
* [Resources for discussing the incident with children]

**Next Steps:**

* Parents of affected students will receive additional direct communication
* We will provide updates about transportation services as needed
* [Timeline for next general update if applicable]

We are grateful that all students are safe and appreciate your patience as we manage this situation. Student safety is our highest priority in all transportation operations.

For questions about this incident, please contact [contact information].

Sincerely,

[Principal Name]

Principal, [School Name]

### Website Banner

Bus Incident Banner: 🚌 TRANSPORTATION INCIDENT: School bus incident involving [School Name] students. All students are safe. Parents of affected riders being contacted directly. Alternative pickup at [location]. Last updated: [timestamp]

Transportation Disruption Banner: ⚠️ TRANSPORTATION ALERT: [School Name] bus service disrupted due to [reason]. Alternative arrangements being made. Affected families will be contacted directly. Last updated: [timestamp]

Transportation Resolution Banner: ✅ TRANSPORTATION RESOLVED: Bus service restored for all [School Name] routes. Normal operations resuming. Thank you for your patience during this disruption. Last updated: [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About the Incident:

* "A transportation incident occurred at [time] involving [number] students from [School Name]."
* "All students are safe and accounted for."
* "Emergency responders [responded appropriately/were not needed] based on the situation."

Student Safety:

* "All students involved are safe and receiving appropriate care."
* "Parents of students on the affected bus are being contacted directly."
* "Alternative transportation is being arranged for affected students."

Response Actions:

* "School staff and transportation personnel responded immediately."
* "We are working with [transportation company/authorities] to investigate."
* "Alternative pickup procedures have been established."

Transportation Status:

* "Other bus routes are operating normally."
* "The affected route [will resume/requires alternative arrangements] for [timeframe]."
* "Transportation services are being reviewed to prevent similar incidents."

**WHAT TO AVOID:**

* Specific details about the cause of the incident before investigation
* Information about any injuries beyond general safety confirmation
* Criticism of transportation company operations
* Speculation about liability or insurance matters
* Details that could compromise ongoing investigation

**IF ASKED ABOUT:**

Student Safety: "All students are safe. Parents of students on the affected bus are being contacted directly with specific information."

Cause of Incident: "The incident is being investigated by appropriate authorities. We will review safety procedures as needed based on their findings."

Transportation Tomorrow: "We are working to ensure normal transportation services resume as quickly as possible. Families will be notified of any changes to regular routes."

### Phone Script

"Thank you for calling [School Name]. If you are calling about the transportation incident:

* A bus incident occurred at [time] involving [number] students
* All students are safe and accounted for
* Parents of students on the affected bus are being contacted directly
* Alternative transportation arrangements are being made
* Other bus routes are operating normally

If your child was on the affected bus and you haven't been contacted yet, please provide your name and your child's information and we'll ensure you receive the appropriate update.

For questions about tomorrow's transportation, please contact [transportation contact]. For general questions about the incident, I can help you with that."

### Social Media

Transportation Incident Post: 🚌 TRANSPORTATION INCIDENT: A school bus carrying [School Name] students was involved in an incident. All students are SAFE. Parents of affected students are being contacted directly. Alternative pickup arrangements being made. #StudentSafety #Transportation

Status Update Post: 📢 TRANSPORTATION UPDATE: All [School Name] students from this morning's bus incident remain safe. Alternative transportation provided. Regular bus service continues for all other routes. Investigation ongoing. #StudentSafety #Transportation

Resolution Post: ✅ TRANSPORTATION RESOLVED: Normal bus service has been restored for all [School Name] routes. All students involved in this morning's incident are safe. Thank you for your patience and cooperation. #StudentSafety #Transportation

## Scenario: Community Crisis Affecting School

**Communication Sequence for Community-Wide Events**

Phase 1: Immediate Assessment (0-2 hours)

* Monitor community situation
* Assess school impact
* Coordinate with local authorities

Phase 2: School Response (2-8 hours)

* Determine school operations status
* Provide community information
* Offer support resources

Phase 3: Ongoing Support (8+ hours)

* Continue monitoring
* Provide ongoing support
* Facilitate recovery resources

### Text Alerts

Community Emergency: COMMUNITY ALERT: [School Name] monitoring [community emergency]. School currently safe. Assessing impact on tomorrow's operations. Updates by [time] via [method].

Community Support: COMMUNITY SUPPORT: [School Name] serving as [support role] for community emergency. School operations [status]. Information about available resources via email.

### Email Template

Subject: IMPORTANT: [School Name] Response to Community Emergency

Dear [School Name] Families,

We are writing regarding the [type of emergency] affecting our community and to provide information about how this impacts our school and the support we are providing.

**Community Situation:**

* [Brief description of community emergency]
* [Current status of the emergency]
* [Areas or populations affected]
* [Response from local authorities]

**School Status:**

* [School Name] facilities are [safe/not directly affected/etc.]
* School operations for tomorrow: [open/closed/modified]
* [Transportation status if affected]
* [Safety measures in place]

**Our Role in Community Response:**

* [How school is supporting community response]
* [Facilities being used for emergency response]
* [Staff involvement in community support]
* [Resources being provided]

**Support for Our School Community:**

* [Counseling services available]
* [Resources for families affected by the emergency]
* [Academic accommodations for affected students]
* [Meal programs or other support services]

**How to Help:**

* [Volunteer opportunities if appropriate]
* [Donation drives or collection efforts]
* [Ways to support affected families]
* [Community organizations accepting help]

**Student and Family Wellness:**

* [Guidance for talking to children about the emergency]
* [Signs of stress to watch for in children]
* [When to seek additional support]
* [Mental health resources available]

**Communication and Updates:**

* We will continue monitoring the situation
* Updates about school operations will be provided via [methods]
* [Community emergency information sources]
* Next school update by [time] if needed

**Safety Reminders:**

* [Safety guidance related to the specific emergency]
* [Areas to avoid or precautions to take]
* [Emergency contact numbers]

Our thoughts are with all families affected by this emergency. We are committed to supporting our school community and our broader community during this difficult time.

For questions about school operations, please contact [school contact]. For emergency assistance, please contact [emergency contacts].

Sincerely,

[Principal/Superintendent Name]

[School Name]

### Website Banner

Community Emergency Banner: 🚨 COMMUNITY EMERGENCY: [School Name] monitoring [emergency type] affecting our community. School currently safe. Assessing impact on operations. Updates provided regularly. Last updated: [timestamp]

Community Support Banner: 🤝 COMMUNITY SUPPORT: [School Name] serving as [support role] for community emergency response. School operations [status]. Support resources available. Last updated: [timestamp]

Recovery Support Banner: 💙 COMMUNITY RECOVERY: [School Name] continues supporting community recovery from [emergency]. Resources available for affected families. Normal operations resumed. Last updated: [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About the Community Emergency:

* "Our community is experiencing [type of emergency] that began [timeframe]."
* "The school facilities are [safe/not directly affected/serving as emergency shelter]."
* "We are [monitoring the situation/coordinating with emergency management]."

School Operations:

* "School operations [continue normally/are modified/are suspended] due to the community situation."
* "Student and staff safety remains our top priority in all decisions."
* "We are prepared to [adjust operations/provide support] as the situation develops."

Support Role:

* "We are [providing/not providing] [specific support services] to the community."
* "Our facilities [are/are not] being used for emergency response purposes."
* "We are coordinating with [emergency management/relief organizations] as appropriate."

Student and Family Support:

* "Counseling and support services are available for students and families affected by this emergency."
* "We understand this situation may cause stress and are prepared to provide assistance."
* "Academic accommodations will be made for students whose families are directly affected."

**WHAT TO AVOID:**

* Specific details about emergency response operations that could compromise safety
* Speculation about the duration or extent of the emergency
* Information about individual families affected by the emergency
* Promises about specific support services before they are confirmed
* Criticism of emergency response decisions by authorities

**IF ASKED ABOUT:**

School Safety: "Our school facilities are safe and we are monitoring the community situation closely. We will adjust operations as needed to maintain safety."

Support Services: "We are providing [specific services] and working with community organizations to support affected families. Information about available resources is [location/method]."

Academic Impact: "We will work with families affected by this emergency to ensure students can continue their education with appropriate accommodations and support."

### Phone Script

"Thank you for calling [School Name]. If you are calling about the community emergency:

* We are monitoring the [type of emergency] affecting our community
* School facilities are safe and [operational status]
* We are [coordination activities with emergency management]
* Support services are available for affected students and families

[If school is serving as emergency shelter/support:]

* Our facilities are being used as [specific support role]
* School operations [are continuing/are modified] to accommodate this support

For information about available support resources, please contact [contact information]. For questions about school operations, I can help you with that."

### Social Media

Community Emergency Post: 🚨 COMMUNITY EMERGENCY: [School Name] is monitoring the [emergency type] affecting our community. Our school is safe and we are [operational status]. We are working with emergency management to support our community. #CommunitySupport #Emergency

Support Services Post: 🤝 COMMUNITY SUPPORT: [School Name] is providing [support services] during this community emergency. Resources available for affected families. We stand together as a community. Information at [website/contact]. #CommunitySupport #StrongerTogether

Recovery Post: 💙 COMMUNITY RECOVERY: As our community recovers from [emergency], [School Name] continues to provide support resources for affected families. We are proud of our community's resilience. Normal school operations have resumed. #CommunityRecovery #Resilience

Resource Sharing Post: 📋 RESOURCES AVAILABLE: For families affected by the [emergency], [School Name] has compiled support resources including [brief list]. Visit [website] or contact [phone] for assistance. We're here to help. #CommunitySupport #Resources

## Scenario: Ransomware/Malware Incident

**Communication Sequence for Ransomware**

Phase 1: Immediate Response (0-2 hours)

* Internal team notification
* Initial containment communications

Phase 2: Initial Public Communication (2-8 hours)

* Text alert to families
* Initial email notification
* Website banner update
* Staff talking points

Phase 3: Ongoing Updates (8+ hours)

* Progress updates
* System restoration communications
* Final resolution announcement

### Text Alert

Initial Alert (within 2 hours of confirmed incident): TECHNOLOGY ALERT: [School Name] is addressing a cybersecurity issue affecting our computer systems. All students are safe. Some digital services are temporarily unavailable. Check email for details and instructions. Updates to follow.

Update Alert (as restoration progresses): UPDATE: Cybersecurity incident response continues at [School Name]. [Specific systems] are now restored. [Alternative procedures if needed]. Next update by [time]. Check email for details.

Resolution Alert: RESOLVED: Technology systems at [School Name] have been restored. All services operational. Enhanced security measures implemented. Thank you for your patience during this incident.

### Email Template:

Subject: IMPORTANT: Technology Security Incident at [School Name] - Information and Instructions

Dear [School Name] Families,

We are writing to inform you of a technology security incident that occurred at [School Name] and the steps we are taking to address it.

**What Happened:**

* On [date] at approximately [time], we discovered malicious software (ransomware) on some of our computer systems
* We immediately disconnected affected systems to prevent further damage
* All students and staff are safe, and this did not affect our physical security

**Current Status:**

* [List systems currently unavailable]
* [List systems still functioning normally]
* [Alternative procedures in place for essential functions]

**What We Are Doing:**

* Working with cybersecurity experts to safely remove the malicious software
* Coordinating with law enforcement as appropriate
* Implementing additional security measures
* Restoring systems from secure backups where possible

**Impact on School Operations:**

* Classes continue as scheduled with some technology limitations
* [Specific adjustments to normal procedures]
* [Alternative ways to access essential services]
* [Expected timeline for restoration if known]

**What This Means for You:**

* No personal information appears to have been accessed or stolen
* You may experience temporary delays in [affected services]
* We will notify you immediately if we discover any data was compromised

**What You Should Do:**

* Continue normal school routines unless notified otherwise
* Use alternative contact methods if needed: [list alternatives]
* Report any suspicious emails or communications claiming to be related to this incident

We will provide regular updates via [communication methods] and expect to restore full functionality by [timeframe if known].

We apologize for any inconvenience and appreciate your patience as we work to resolve this situation securely.

For questions about this incident, please contact [contact information].

Sincerely,

[Principal Name]

Principal, [School Name]

### Website Banner

**Initial Banner:** CYBERSECURITY INCIDENT: [School Name] is responding to a ransomware attack affecting some computer systems. Students and staff are safe. Classes continue with technology limitations. See email for details. Last updated: [timestamp]

**Update Banner:** CYBER INCIDENT UPDATE: System restoration in progress. [Systems restored] now operational. [Remaining systems] still being restored. Expected completion: [timeframe]. Last updated: [timestamp]

**Resolution Banner:** INCIDENT RESOLVED: All [School Name] systems restored following cybersecurity incident. Enhanced security measures implemented. Normal operations resumed. [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About the Incident:

* "We discovered ransomware on some of our computer systems on [date]."
* "We immediately took action to isolate affected systems and prevent further damage."
* "All students and staff are safe - this is a technology issue, not a physical safety threat."

Current Status:

* "[Systems] are currently unavailable while we safely restore them."
* "[Alternative systems/procedures] are in place for essential functions."
* "We are working with cybersecurity experts to resolve this safely and completely."

Student and Family Impact:

* "Classes continue as scheduled with some technology adjustments."
* "Families have been notified via email with specific details and instructions."
* "No personal information appears to have been accessed or compromised."

Response Actions:

* "We are restoring systems from secure backups that were not affected."
* "We have implemented additional security measures to prevent future incidents."
* "We are following all appropriate protocols including coordination with authorities."

**WHAT TO AVOID:**

* Technical details about the ransomware or attack methods
* Speculation about how the attack occurred
* Discussions about any ransom demands
* Promises about specific restoration timelines
* Assumptions about data exposure before investigation is complete

**IF ASKED ABOUT:**

Student Data: "We are conducting a thorough investigation to determine if any student information was affected. Families will be notified immediately if we discover any data was compromised."

School Closure: "Classes continue as scheduled. We have alternative procedures in place for essential functions while systems are being restored."

How Long: "We are working as quickly as possible to restore systems safely. We will provide updates as more information becomes available."

### Phone Script

"Thank you for calling [School Name]. If you are calling about our current technology incident:

* We discovered ransomware on some computer systems on [date]
* We immediately isolated affected systems to prevent further damage
* All students and staff are safe
* Classes continue with some technology limitations
* We are working with experts to restore systems safely
* No personal information appears to have been compromised

Detailed information has been sent to all families via email. If you haven't received this email, please provide your contact information and we'll ensure you receive it.

For specific technical questions, please contact [IT contact]. For general questions about school operations, I can help you with that."

### Social Media

Initial Post: SECURITY ALERT: [School Name] is responding to a ransomware incident affecting some computer systems. All students and staff are safe. Classes continue with technology adjustments. Families have been notified via email with details. #SchoolSecurity #CyberIncident

Update Post: CYBER INCIDENT UPDATE: System restoration continues at [School Name]. [Progress update]. We expect full restoration by [timeframe if known]. Thank you for your patience as we work to resolve this securely. #SchoolSecurity

Resolution Post: INCIDENT RESOLVED: All systems at [School Name] have been restored following our cybersecurity incident. Enhanced security measures are now in place. We appreciate the community's patience and support. #SchoolSecurity #CyberSecurity

## Scenario: Data Breach Incident

**Communication Sequence for Data Breach**

Phase 1: Investigation and Assessment (0-24 hours)

* Confirm scope of data exposure
* Determine notification requirements
* Prepare initial communications

Phase 2: Required Notifications (24-72 hours)

* Regulatory notifications (NDIT, Attorney General)
* Individual notifications to affected parties
* Public disclosure if required

Phase 3: Support and Follow-up (Ongoing)

* Identity protection resources
* Ongoing monitoring updates
* Lessons learned communication

### Text Alert

Initial Alert (once scope is confirmed): IMPORTANT NOTICE: [School Name] experienced a data security incident potentially affecting some personal information. Affected individuals will receive detailed email notifications. Report suspicious activity immediately.

Follow-up Alert (for affected individuals): URGENT: Your [School Name] information may have been affected in our recent security incident. Check email immediately for important instructions and protection resources. Contact [number] with questions.

### Email Template (Affected Individuals)

Subject: URGENT: Important Information About Your [School Name] Personal Information

Dear [Name],

We are writing to inform you of a data security incident at [School Name] that may have affected some of your personal information. We are providing you with information about the incident, steps we have taken in response, and actions you can take to help protect yourself.

**What Happened:**

* On [date], we discovered that [brief description of how breach occurred]
* The incident involved [affected systems/databases]
* We immediately [containment actions taken]
* We have been working with [cybersecurity experts/law enforcement] to investigate

**Information Involved:** The following types of your information may have been affected:

* [List specific data types]
* [Clarify what was NOT involved]
* [Note if any highly sensitive information like SSNs were involved]

**What We Are Doing:**

* We have [specific actions taken to secure systems]
* We are working with cybersecurity experts to investigate the full scope
* We have implemented additional security measures including [list measures]
* We have reported this incident to [appropriate authorities]

**What You Should Do:**

1. **Monitor Your Accounts:** Watch for suspicious activity on financial accounts and credit reports
2. **Protect Your Identity:** Consider placing a fraud alert with credit monitoring agencies
3. **Be Alert for Phishing:** Be suspicious of emails or calls asking for personal information
4. **Change Passwords:** Update passwords for important online accounts
5. **Review Credit Reports:** Take advantage of free annual credit reports

**Resources We Are Providing:**

* [Identity monitoring services if offered]
* [Credit monitoring if applicable]
* Dedicated support hotline: [phone number]
* [Additional resources or services]

**How to Get Free Credit Reports:**

* Visit annualcreditreport.com for your free annual reports
* You can also call 1-877-322-8228
* Consider staggering requests throughout the year for ongoing monitoring

**Signs of Identity Theft to Watch For:**

* Unexpected bills or accounts you didn't open
* Missing bills or financial statements
* Unexpected charges on existing accounts
* Calls about debts you don't owe
* Denial of credit for unknown reasons

**If You Suspect Identity Theft:**

1. Contact your financial institutions immediately
2. Place fraud alerts with credit bureaus (Equifax: 1-800-525-6285, Experian: 1-888-397-3742, TransUnion: 1-800-680-7289)
3. File a complaint with the Federal Trade Commission at IdentityTheft.gov
4. Consider filing a police report
5. Contact our dedicated support line at [phone number]

**Contact Information:** For questions about this incident: [dedicated phone line] or [email address] For immediate identity theft concerns: [emergency contact]

We sincerely apologize for this incident and any concern it may cause. We are committed to supporting you and have implemented additional security measures to prevent similar incidents.

Sincerely,

[Principal Name]

Principal, [School Name]

### Email Template (General Community)

Subject: IMPORTANT: Data Security Incident at [School Name]

Dear [School Name] Community,

We are writing to inform you of a data security incident that occurred at [School Name]. While this incident did not affect all members of our community, we believe it is important to notify everyone and provide information about steps we are taking.

**What Happened:**

* On [date], we discovered [brief description of incident]
* The incident potentially affected [general description of affected data]
* We immediately took action to [containment measures]

**Who Was Affected:**

* [General description of affected groups]
* Individuals whose information may have been affected are being contacted directly
* [Clarification of who was not affected]

**What We Are Doing:**

* Conducted immediate investigation with cybersecurity experts
* Implemented additional security measures
* Reported the incident to appropriate authorities
* Providing support resources to affected individuals

**What This Means for Our Community:**

* [Impact on school operations if any]
* [Changes to normal procedures if any]
* [Enhanced security measures being implemented]

**Steps You Can Take:** Even if you were not directly affected, consider these protective measures:

* Monitor financial accounts and credit reports regularly
* Use strong, unique passwords for important accounts
* Be cautious of phishing emails, especially those referencing this incident
* Report any suspicious activities to us immediately

**Ongoing Communication:**

* Affected individuals will receive detailed information and support resources
* We will provide updates to the community as appropriate
* Enhanced security measures are being implemented school-wide

We take the security of personal information very seriously and deeply regret this incident occurred. We are committed to rebuilding trust through our response and improved security practices.

For questions about this incident, please contact [contact information].

Sincerely,

[Principal Name]

Principal, [School Name]

### Website Banner

Initial Banner: 🚨 DATA SECURITY INCIDENT: [School Name] is investigating unauthorized access to some personal information. Affected individuals are being notified directly. Enhanced security measures implemented. Last updated: [timestamp]

Update Banner: ⚠️ DATA BREACH UPDATE: Investigation continues. [Number] individuals potentially affected. Support resources available. All affected individuals have been notified. Last updated: [timestamp]

Resolution Banner: ✅ INCIDENT RESOLVED: Data security investigation complete. Enhanced protections implemented. Support services continue for affected individuals. Last updated: [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About the Incident:

* "We discovered unauthorized access to [system] containing [general data types] on [date]."
* "We immediately took action to secure our systems and investigate the incident."
* "We are working with cybersecurity experts and have notified appropriate authorities."

Affected Information:

* "The incident potentially affects [general description] of individuals in our community."
* "Affected individuals are being contacted directly with specific information and resources."
* "We are still investigating the full scope and will provide updates as we learn more."

Response Actions:

* "We have implemented additional security measures to prevent similar incidents."
* "We are providing [specific support services] to affected individuals."
* "We are following all legal requirements for notification and reporting."

**WHAT TO AVOID:**

* Specific technical details about how the breach occurred
* Names or details about specific individuals affected
* Speculation about potential misuse of information
* Discussions about ongoing investigation details
* Assumptions about data exposure before investigation is complete

**DIRECT QUESTIONS TO:**

* Questions about specific individuals affected: [designated privacy officer]
* Technical questions about the incident: [IT leadership]
* Questions about available support services: [designated contact]
* Media inquiries: [communications coordinator only]

**IF ASKED ABOUT:**

Personal Information Safety: "We are investigating exactly what information may have been affected and are contacting affected individuals directly with specific details and protection resources."

Prevention: "We have implemented additional security measures and are conducting a comprehensive review of our data protection practices."

Support: "We are providing [specific resources] to affected individuals and have established a dedicated support line for questions and assistance."

### Phone Script

"Thank you for calling [School Name]. If you are calling about our recent data security incident:

* We discovered unauthorized access to [general system description] on [date]
* We immediately secured the affected systems and began investigation
* [Number] individuals may have been affected
* All potentially affected individuals have been contacted directly via [method]
* We are providing [support services] to affected individuals

If you believe you may be affected and haven't received our notification, please provide your name and contact information and we'll verify your status.

For questions about identity protection services, please speak with [designated contact] at [extension].

For general questions about the incident, I can help you with those."

### Social Media

Initial Post: SECURITY NOTICE: [School Name] is investigating a data security incident that may have affected some personal information. We are contacting affected individuals directly and have implemented additional security measures. #DataSecurity #SchoolSafety

Update Post: DATA BREACH UPDATE: Our investigation continues. All potentially affected individuals have been notified directly and are being provided with identity protection resources. Enhanced security measures are in place. #DataSecurity

Resolution Post: INCIDENT RESOLVED: Our data security investigation is complete. We have implemented enhanced protections and continue to provide support services to affected individuals. Thank you for your patience. #DataSecurity

## Scenario: Vendor/Third-Party Security Incident

**Communication Sequence for Vendor Breach**

Phase 1: Vendor Notification Response (0-4 hours)

* Assess vendor notification
* Determine school impact
* Plan communication strategy

Phase 2: Community Notification (4-24 hours)

* Notify affected community members
* Provide vendor incident details
* Explain school response actions

Phase 3: Ongoing Coordination (24+ hours)

* Monitor vendor remediation
* Provide progress updates
* Coordinate final resolution

### Text Alert

Initial Alert: VENDOR ALERT: Our [service type] provider experienced a security incident potentially affecting some [School Name] information. No immediate action needed. Check email for details and any required actions.

Update Alert (if action required): VENDOR UPDATE: Regarding our [vendor] security incident - password reset now required for [affected service]. Check email for detailed instructions. Support available at [contact].

### Email Template

Subject: IMPORTANT: Third-Party Security Incident May Affect [School Name] Information

Dear [School Name] Families,

We are writing to inform you that [Vendor Name], a technology service provider we use for [service description], has notified us of a security incident that may have affected some information related to [School Name].

**What Happened:**

* [Vendor Name] discovered [type of incident] on [date]
* The incident affects their [affected systems/services]
* [Vendor Name] immediately [vendor response actions]
* We were notified of this incident on [date school was notified]

**Services Affected:**

* [Description of vendor services used by school]
* [Specific functions that may be impacted]
* [Services that are NOT affected]

**Information Potentially Involved:** Based on our use of [Vendor Name]'s services, the following types of information may have been affected:

* [List specific data types stored with vendor]
* [Clarify what school information was NOT involved]
* [Note any particularly sensitive information]

**What [Vendor Name] Is Doing:**

* [Brief description of vendor's investigation and response]
* [Security improvements being implemented by vendor]
* [Timeline for vendor's remediation if available]
* [Any notifications vendor is sending directly to users]

**What [School Name] Is Doing:**

* Closely monitoring the vendor's investigation and response
* [Any additional security measures school has implemented]
* [Alternative procedures while vendor systems are restored]
* Reviewing our data sharing agreements and security requirements

**What You Should Do:**

* [Specific actions families should take, if any]
* [Password reset instructions if applicable]
* [Alternative ways to access essential services during disruption]
* [Precautionary measures even if no immediate action required]

**Service Availability:**

* [Current status of affected services]
* [Alternative access methods if available]
* [Expected timeline for full service restoration]

**Our Commitment:** We are working closely with [Vendor Name] to ensure this situation is resolved quickly and thoroughly. We are also reviewing our vendor management practices to strengthen protections for the future.

We will provide updates as more information becomes available. For questions about this incident, please contact [contact information].

Sincerely,

[Principal Name]

Principal, [School Name]

### Website Banner

Initial Banner: 🔒 VENDOR SECURITY ALERT: Our [service type] provider experienced a security incident potentially affecting [general data type]. School operations continue normally. We are working with the vendor on resolution. Check email for detailed information. Last updated: [timestamp]

Update Banner: ⚠️ VENDOR INCIDENT UPDATE: [Vendor Name] continues remediation efforts. [Current status]. School operations [normal/modified]. Expected resolution: [timeframe if known]. Last updated: [timestamp]

Resolution Banner: ✅ VENDOR INCIDENT RESOLVED: [Vendor Name] has completed remediation. All services restored. Enhanced security measures implemented. Normal operations resumed. Last updated: [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About the Vendor Incident:

* "[Vendor Name] notified us of a security incident affecting their [service type] on [date]."
* "This incident affects their systems, not our internal school systems."
* "We are working with them to understand the impact on our school information."

School Information Involved:

* "Based on our use of their services, [types of information] may have been affected."
* "We do not store [sensitive information not involved] with this vendor."
* "We are investigating exactly what school information may have been impacted."

Vendor Response:

* "[Vendor Name] has [containment actions taken by vendor]."
* "They are working with cybersecurity experts to investigate and remediate."
* "We are in regular contact with them about their progress."

School Response:

* "We have [any additional security measures school implemented]."
* "We are reviewing our data sharing agreements with all vendors."
* "We are implementing [alternative procedures] while systems are restored."

Impact on Operations:

* "[Affected services] may be temporarily unavailable or limited."
* "Alternative procedures for [essential functions] are [description]."
* "We expect [realistic timeline] for full service restoration."

**WHAT TO AVOID:**

* Criticism of the vendor's security practices
* Technical details about the vendor's incident
* Speculation about what information was actually accessed
* Promises about vendor response timelines
* Assumptions about data exposure before investigation is complete

**IF ASKED ABOUT:**

Data Security: "We are working with the vendor to understand exactly what information may have been affected and will notify families with specific details as we learn more."

Vendor Selection: "We regularly review our vendor relationships and security requirements. This incident will inform improvements to our vendor management practices."

Service Restoration: "We are working with [Vendor Name] to restore full functionality as quickly as possible and will provide updates as the situation develops."

### Phone Script

"Thank you for calling [School Name]. If you are calling about the vendor security incident:

* Our [service type] provider, [Vendor Name], experienced a security incident on [date]
* They immediately took action to secure their systems and investigate
* This potentially affects [general data types] related to [School Name]
* School operations continue normally with some [service] limitations
* We are working closely with the vendor on resolution

Detailed information has been sent to all families via email. If you haven't received this email, please provide your contact information and we'll ensure you receive it.

For questions about specific services affected, please contact [IT contact]. For general questions about school operations, I can help you with that."

### Social Media

Initial Post: VENDOR SECURITY NOTICE: We were notified that [Vendor Name], a service provider we use, experienced a security incident that may affect some [School Name] information. We are working with them on resolution and have implemented additional protective measures. Detailed information sent to families via email. #SchoolSecurity

Update Post: VENDOR INCIDENT UPDATE: [Vendor Name] has [status update]. School operations continue normally. We remain in close contact with the vendor and will provide updates as more information becomes available. Check your email for detailed information. #SchoolSecurity

Resolution Post: VENDOR INCIDENT RESOLVED: [Vendor Name] has completed their security remediation. All services have been restored and enhanced security measures are in place. Thank you for your patience during this incident. #SchoolSecurity

## Scenario: Account Compromise Incident

**Communication Sequence for Account Compromise**

Phase 1: Detection and Containment (0-2 hours)

* Secure compromised accounts
* Assess scope of compromise
* Begin investigation

Phase 2: User Notification (2-8 hours)

* Notify affected users
* Provide security instructions
* Implement enhanced monitoring

Phase 3: Community-wide Response (8-24 hours)

* Broader security awareness if needed
* Preventive measures for all users
* Follow-up support

### Text Alert

Individual Account (to affected user): URGENT SECURITY: Suspicious activity detected on your [School Name] account. Account temporarily secured. Check email immediately for password reset instructions. Contact [number] for assistance.

Multiple Accounts: SECURITY ALERT: Suspicious activity detected on some [School Name] accounts. Affected users notified separately. All users should review account security. Check email for instructions.

### Email Template (Individual Account Compromise)

Subject: URGENT: Your [School Name] Account Security - Immediate Action Required

Dear [Name],

We have detected suspicious activity on your [School Name] account and have taken immediate steps to secure it. This email contains important information about what happened and what you need to do now.

**What We Detected:**

* Suspicious login attempts or activities on your account
* [Brief description of specific indicators observed]
* Detection occurred on [date/time]

**Immediate Actions We Have Taken:**

* Temporarily disabled your account password to prevent unauthorized access
* Secured your account from further suspicious activity
* [Any other protective measures taken]

**What You Must Do Now:**

1. **Reset Your Password Immediately:**
   * Go to [specific URL or location]
   * [Step-by-step password reset instructions]
   * Create a strong, unique password you haven't used before
2. **Review Your Account:**
   * Check for any unauthorized changes to your information
   * Look for emails you didn't send
   * Report any suspicious activity you notice
3. **Secure Your Other Accounts:**
   * If you used the same password elsewhere, change those passwords too
   * Enable two-factor authentication where available
   * Consider using a password manager

**Creating a Strong Password:** Your new password must:

* Be at least 12 characters long
* Include uppercase and lowercase letters, numbers, and symbols
* Not contain your name, username, or personal information
* Be different from any password you've used before

**What to Watch For:**

* Emails asking for your personal information
* Unexpected password reset requests
* Unusual activity on other accounts using similar passwords
* Suspicious messages from your school accounts

**Need Help?** If you have trouble resetting your password or notice anything suspicious:

* Students: Contact [student IT support]
* Staff: Contact [staff IT support]
* Parents: Contact [main office] for assistance

**Important Deadline:** You must reset your password by [date/time]. After this deadline, your account will remain disabled until you complete the reset process.

We apologize for any inconvenience this security measure may cause. Protecting your account and information is our top priority.

If you have questions about this incident, please contact [contact information].

Sincerely,

[IT Coordinator Name]

[School Name] Technology Department

### Email Template (Multiple Account Compromise)

Subject: IMPORTANT: [School Name] Account Security Alert - Action Recommended for All Users

Dear [School Name] Community,

We have identified suspicious activity affecting some user accounts in our system. While we have secured the affected accounts, we are asking all users to take precautionary security measures.

**What Happened:**

* We detected [type of suspicious activity, e.g., unusual login patterns]
* [Number] accounts showed signs of potential unauthorized access
* We immediately secured all potentially affected accounts
* Investigation is ongoing to determine the full scope

**Affected Services:**

* [List services that were potentially affected]
* [Services that were confirmed NOT affected]

**Immediate Actions We Have Taken:**

* Secured all accounts showing suspicious activity
* Enhanced monitoring across all systems
* [Other security measures implemented]
* Notified individuals whose accounts were directly affected

**What You Should Do Now:**

**All Users:**

1. **Change Your Password:** Even if not directly affected, we recommend updating your password
2. **Review Account Activity:** Check for any unauthorized changes or activities
3. **Enable Additional Security:** Use two-factor authentication if available
4. **Be Extra Vigilant:** Watch for phishing attempts and suspicious emails

**If You Received a Separate Notification:**

* Follow the specific instructions in that email immediately
* Contact our support team if you need assistance
* Do not ignore the password reset requirement

**Password Requirements:**

* At least 12 characters long
* Include uppercase and lowercase letters, numbers, and symbols
* Don't use personal information or common words
* Don't reuse passwords from other accounts

**How to Spot Phishing Attempts:** Be suspicious of emails that:

* Ask for your password or personal information
* Claim to be from the school but have unusual sender addresses
* Create urgency or threaten account closure
* Contain suspicious links or attachments

**Enhanced Security Measures:** We are implementing additional security controls including:

* [List specific measures being implemented]
* Enhanced monitoring and alerting
* [Any changes to login procedures]

**Getting Help:** For assistance with password resets or security questions:

* Students: [student support contact]
* Staff: [staff support contact]
* Parents: [parent support contact]

We take the security of our systems and your information very seriously. We apologize for any inconvenience these security measures may cause and appreciate your cooperation in helping us maintain a secure environment.

For questions about this incident, please contact [contact information].

Sincerely,

[Principal Name] and [IT Coordinator Name]

[School Name]

### Website Banner

Initial Banner: 🔐 ACCOUNT SECURITY: Suspicious activity detected on some user accounts. Affected users have been notified with password reset instructions. All users should review account security. Enhanced monitoring in place. Last updated: [timestamp]

Update Banner: ⚠️ ACCOUNT SECURITY UPDATE: [Number] accounts secured. Password resets required for affected users. All users encouraged to update passwords. Support available at [contact]. Last updated: [timestamp]

Resolution Banner: ✅ ACCOUNT SECURITY RESOLVED: All affected accounts secured. Enhanced security measures implemented. Users should continue following strong password practices. Last updated: [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About the Incident:

* "We detected suspicious activity on [number] user accounts in our system."
* "We immediately secured all potentially affected accounts to prevent unauthorized access."
* "This appears to be [type of attack, e.g., credential stuffing, phishing result] affecting our user accounts."

Response Actions:

* "All affected accounts have been secured and users have been notified."
* "We have implemented enhanced monitoring and security measures."
* "Investigation is ongoing to determine the full scope and cause."

User Impact:

* "Affected users must reset their passwords before regaining access."
* "We are recommending all users update their passwords as a precaution."
* "Support is available for anyone having trouble with the password reset process."

Prevention Measures:

* "We are implementing additional security controls to prevent similar incidents."
* "This incident highlights the importance of strong, unique passwords."
* "We will be enhancing our security awareness training based on this incident."

**WHAT TO AVOID:**

* Technical details about attack methods or vulnerabilities
* Speculation about how accounts were compromised
* Specific details about what attackers may have accessed
* Criticism of users whose accounts were compromised
* Promises about specific timelines for investigation completion

**IF ASKED ABOUT:**

Personal Information: "We are investigating whether any personal information was accessed and will notify affected individuals if we determine it was."

System Security: "We have multiple layers of security in place and are constantly improving our protections based on emerging threats."

User Responsibility: "We encourage all users to use strong, unique passwords and report any suspicious activity immediately."

### Phone Script

"Thank you for calling [School Name]. If you are calling about account security:

* We have detected suspicious activity on some user accounts
* Affected accounts have been temporarily secured
* Password reset instructions have been sent to affected users
* We are recommending all users update their passwords as a precaution

If you haven't received reset instructions but believe your account may be affected, I can transfer you to [appropriate person/department] who can check your account status securely.

For immediate password reset assistance, you can also [alternative method if available].

For general questions about the security incident, I can help you with those."

### Social Media

Initial Post: ACCOUNT SECURITY ALERT: We detected suspicious activity on some [School Name] user accounts. Affected accounts have been secured and users notified with password reset instructions. All users should review their account security as a precaution. #AccountSecurity #CyberSafety

Update Post: ACCOUNT SECURITY UPDATE: All affected accounts have been secured. Password resets are required for impacted users. We recommend all users update their passwords and enable two-factor authentication where available. Support is available for any questions. #AccountSecurity

Resolution Post: ACCOUNT SECURITY: All affected user accounts have been secured and additional protections implemented. Thank you for your cooperation in keeping our systems secure. Remember to use strong, unique passwords! #AccountSecurity #CyberSafety

## Scenario: System Outage

**Communication Sequence for Account Compromise**

Phase 1: Detection and Containment (0-2 hours)

* Initial system assessment and containment
* Stakeholder notifications
* Recovery team activation

Phase 2: Recovery Operations (2-8 hours)

* Detailed status communications
* Progress updates to stakeholders
* Vendor coordination communications

Phase 3: Service Restoration (8+ hours)

* Return to service notifications
* Post-incident communications
* Lessons learned sharing

### Text Alert

Initial System Outage: SYSTEM ALERT: [System Name] is currently unavailable due to [brief issue description]. IT teams are investigating. Estimated restoration: [timeframe if known]. Updates to follow.

Extended Outage: UPDATE: [System Name] outage continues. Recovery in progress. Current ETA: [timeframe]. Workarounds available at [location/method]. Next update: [time].

Service Restored: RESOLVED: [System Name] has been restored and is operational. All functions available. Thank you for your patience during this outage.

Planned Maintenance: MAINTENANCE: [System Name] will be unavailable [date/time] for scheduled maintenance. Expected duration: [timeframe]. Access will be restored by [time].

### Email Template (Individual Account Compromise)

Subject: SYSTEM OUTAGE: [System Name] Currently Unavailable

Dear [Organization Name] Community,

We are writing to inform you that [System Name] is currently experiencing an outage and is unavailable for use.

**Current Status:**

* [System Name] became unavailable at approximately [time]
* Our IT team is actively working to restore service
* The cause appears to be [general description - hardware failure, network issue, etc.]
* We are [working with vendors/using internal resources] to resolve the issue

**Impact:**

* [Specific functions that are unavailable]
* [Services that continue to work normally]
* [Estimated number of users affected]

**Workarounds Available:**

* [Manual processes that can be used temporarily]
* [Alternative systems or methods]
* [Contact information for urgent needs]
* [Any offline resources available]

**What We Are Doing:**

* [Specific recovery actions being taken]
* [Technical teams involved in response]
* [Timeline for next update]

**Expected Resolution:**

* Current estimate for restoration: [timeframe or "under investigation"]
* We will provide updates every [frequency] until service is restored
* Next scheduled update: [specific time]

**What You Should Do:**

* [Specific instructions for users]
* [Who to contact for urgent issues]
* [Any data backup or protection recommendations]
* Avoid repeatedly attempting to access the system as this may delay recovery

**For Urgent Issues:** If you have urgent business needs that cannot wait for system restoration, please contact [contact information] for assistance with manual processes.

We apologize for this disruption and appreciate your patience as we work to restore full service.

Sincerely,

[IT Coordinator Name]

[School Name] Technology Department

### Website Banner

Initial Banner: ⚠️ SYSTEM OUTAGE: [System Name] is currently unavailable due to [brief description]. IT teams are working on restoration. Estimated time: [ETA]. Last updated: [timestamp]

Recovery Progress Banner: 🔧 SYSTEM RECOVERY: [System Name] restoration in progress. [Current status]. Expected completion: [timeframe]. Workarounds available. Last updated: [timestamp]

Service Restored Banner: ✅ SYSTEM RESTORED: [System Name] is back online and fully operational. All functions available. Thank you for your patience. Last updated: [timestamp]

Planned Maintenance Banner: 🛠️ SCHEDULED MAINTENANCE: [System Name] will be unavailable [date/time range] for planned maintenance. Expected duration: [timeframe]. Last updated: [timestamp]

### Staff Talking Points

**KEY MESSAGES FOR STAFF:**

About the Outage:

* "[System Name] became unavailable at [time] due to [general description]."
* "Our IT team is actively working to restore service as quickly as possible."
* "We are following established recovery procedures and keeping users informed."

Current Status:

* "The system is currently [completely down/partially functional/being restored]."
* "We estimate restoration will take [timeframe] but will update if this changes."
* "Recovery teams are [working internally/coordinating with vendors] on the issue."

Impact and Workarounds:

* "[Specific functions] are currently unavailable, but [alternative options] are available."
* "For urgent needs, users can [specific workaround process]."
* "Normal operations can resume once the system is restored."

Communication:

* "We are providing regular updates every [frequency] via [methods]."
* "Users should avoid repeatedly trying to access the system."
* "Questions about the outage can be directed to [contact information]."

**WHAT TO AVOID:**

* Technical details about the specific cause before investigation is complete
* Speculation about timeline if restoration time is unknown
* Promises about specific functionality before testing is complete
* Blame of vendors or internal teams
* Discussions of similar past incidents unless directly relevant

**IF ASKED ABOUT:**

Cause of Outage: "Our IT team is investigating the cause. We will share more details once the investigation is complete and service is restored."

Data Safety: "Our systems include backup and protection measures. We will verify data integrity as part of the restoration process."

Prevention: "We will conduct a review after service is restored to identify any improvements needed to prevent similar issues."

### Phone Script

"Thank you for calling [Organization Name]. If you are calling about the [System Name] outage:

* [System Name] became unavailable at [time] due to [brief description]
* Our IT team is actively working on restoration
* Current estimated restoration time is [timeframe]
* For urgent issues, you can [workaround process] or contact [alternative]

Detailed information and updates are available at [website] or via [communication method].

For questions not related to the system outage, I can help you with those."