**Timeline For Engagement Templates**

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| **In Advance of an Energy-Related Incident** | **Status** | **Lead** |
| Activate Communications Team, assign areas of responsibility and identify chain of approval contacts. |  |  |
| Set up traditional and social media review. |  |  |
| Identify a spokesperson or spokespeople for the agency. |  |  |
| Identify energy subject matter experts. |  |  |
| Develop and align core messages. |  |  |
| Identify stakeholders who can be deployed to bolster support for policies during an incident. |  |  |
| Review list of media contacts. |  |  |

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| **Within a Few Hours After Energy-Related Incident Occurs** | **Status** | **Lead** |
| Gather all facts. Decide if the message is coming from the Governor’s office or a state agency. Draft a public statement. Have the statement approved by all necessary parties. |  |  |
| Disseminate public statements through reporters and appropriate social media channels. |  |  |
| Field questions from reporters. |  |  |
| Compile and disseminate message guidance and tough Q&A to stakeholders and validators to ensure messaging is aligned, and/or convene call with supportive stakeholders. |  |  |
| Begin gathering any necessary experts who may be needed to support the public response. |  |  |
| Continue reviewing traditional channels/social media and share real-time and hourly reports with Response Team. |  |  |
| Follow up with reporters in real time to correct any inaccuracies. |  |  |
| If necessary, issue guidance to employees and on-site partners about the event and instruct them to route all media inquiries through the Response Team. |  |  |
| Hold another call or meeting with the Response Team to assess the initial communications efforts, their impacts and determine next steps. |  |  |

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| **Day After Energy-Related Incident** | **Status** | **Lead** |
| Continue monitoring and sharing traditional/social media reports every few hours. |  |  |
| Continue to follow up with reporters and editors to maintain open lines of communication and correct inaccuracies. |  |  |
| Host call or meeting with the Response Team to determine the schedule for the next several days and whether a long-term communications effort must be deployed (e.g. to share ongoing information on a longer-term response/recovery, bolster support for specific policies, share more on the overall policy direction or agency leadership and rationale for their decisions). |  |  |
| Determine whether additional public statements are necessary in light of new information or due to the evolution of the situation. |  |  |
| Determine whether additional public events are necessary (e.g., meeting with impacted communities). |  |  |
| Continue to respond to questions from reporters and educate them on background as necessary. |  |  |
| Host call with stakeholders to share updated messaging information. Deploy stakeholders as necessary to amplify the message across traditional outlets and social media. |  |  |

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| **Days Following the Energy-Related Incident** | **Status** | **Lead** |
| If needed, draft op-eds and letters to the editor to respond to inaccuracies in coverage. |  |  |
| Deploy experts and stakeholders for media interviews. |  |  |
| Continue sharing traditional and social media reports every few hours. |  |  |
| Employ proactive communications plan (proactive updates, websites and social media updates to reflect latest timelines and facts). |  |  |