

Public Communications Playbook for Energy Emergencies

Timeline For Engagement Templates

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.		

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.		

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).		