

Cybersecurity Investigator 2

Crisis Communication Plan

You work for the company JGL Closet. You have just learned, with the help of some Cyber Investigators, that your store website has been compromised. Hackers, who appear to be located in Russia, have taken over the website and appear to have gained access to the personal and credit card information of anyone who has made a purchase at your store in the past week. You are afraid that word will leak out to the media soon. You need to find a way to inform everyone in your company about the breach and let them know how you are handling it.

With your group, create a crisis communication plan that details exactly what you will tell the public and how you will let them know.

Crisis Communication Plan:

Here are some possible options of ways that you can inform others about the security breach. Check the strategy (or strategies) that you think will be most effective.

- ☐ Press Release: A press release is a short document that you send to media organizations to explain what is happening (see Talking Points, below)
- ☐ Forum: An in-person meeting with any interested stakeholders, which gives you the chance to explain the situation and answer questions in person
- ☐ Email to all of your existing customers whose emails are on file
- ☐ Letter in the mail to existing customers whose mailing addresses are on file
- ☐ Social Media announcement
- ☐ Other: _____

Talking Points:

This section helps you think about what you will say or write! Answer the following questions as a group, then use the back of this page to write out a statement that you will present to the other groups.

- What happened?
- What are you doing to fix it?
- What do your customers need to know or do?

Once you are finished, be prepared to present your communication plan and talking points to the other groups.