

# SCHOOL EMERGENCY COMMUNICATION TEMPLATE

## Customizable Templates for K-12 and Higher Education

### How to Use These Templates:

1. Customize bracketed fields [like this] with your institution-specific information
  2. Store completed templates in your crisis plan for rapid deployment
  3. Review and update annually or after leadership changes
  4. Have legal counsel and communications team pre-approve language
  5. Test delivery systems (email, text, social media) before you need them
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### TEMPLATE 1: INITIAL INCIDENT NOTIFICATION (ALL-CLEAR SCENARIO)

**Subject Line:** [School Name] - Campus Incident Update - All Clear

**Message:**

Dear [School Name] Families/Community,

I am writing to inform you of an incident that occurred today at [School Name] and to assure you that all students and staff are safe.

**What Happened:** [Brief factual description: time, location, nature of incident] Example: "At approximately 10:30 AM today, our campus went into a precautionary lockdown due to police activity in the surrounding neighborhood."

**Current Status:** The situation has been resolved and normal operations have resumed. All students and staff are safe and accounted for. [Add specific all-clear information]

**What We Did:** [Describe response actions taken] Example: "We immediately implemented our emergency lockdown procedures. All students and staff sheltered in place. We maintained communication with local law enforcement throughout the situation."



**Support Available:** We recognize that incidents like this can be concerning for students and families. [School counselors/student support services] are available to any student who would like to talk. Parents may contact [Name] at [Contact] to arrange support.

**Next Steps:** [Any relevant follow-up information about schedule changes, enhanced security, parent meetings, etc.]

We appreciate your patience and trust as we work to keep our school community safe.

[Signature] [Title] [School Name] [Contact Information]

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## TEMPLATE 2: ONGOING INCIDENT NOTIFICATION (DEVELOPING SITUATION)

**Subject Line:** [School Name] - URGENT: Campus Emergency Update

**Message:**

Dear [School Name] Families/Community,

This is an urgent update regarding an ongoing situation at [School Name].

**Current Situation:** [Brief factual description of what is known] Example: "At approximately [time], we became aware of [incident type]. We have immediately implemented our emergency response protocols."

**Student Safety:** All students and staff are [accounted for/sheltering in place/being evacuated to safe location]. [Specify location if appropriate and safe to share]

**What We Are Doing:**

- [Specific action 1 - e.g., "We have secured all entrances and exits"]
- [Specific action 2 - e.g., "Law enforcement is on campus and managing the situation"]
- [Specific action 3 - e.g., "We are maintaining contact with all staff members"]

**What We Need From You:**

- DO NOT come to campus at this time. Your presence may interfere with emergency response.
- Keep phone lines open. We will contact you if we need to reach you.
- Monitor [communication channel] for updates. We will provide information every [30 minutes/1 hour] until the situation is resolved.
- Do not call the school. Our phone lines must remain available for emergency personnel.



**Next Update:** We will send another update by [specific time]. If the situation changes significantly before then, you will be notified immediately.

We understand your concern and are working closely with [law enforcement/emergency responders] to ensure everyone's safety.

[Signature] [Title] [School Name] [Emergency Contact Number]

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### **TEMPLATE 3: INCIDENT INVOLVING STUDENT HARM OR DEATH**

**Subject Line:** [School Name] - Message from [Principal/President]

**Message:**

Dear [School Name] Community,

It is with deep sadness that I share difficult news with our school family.

[Use appropriate language based on situation - examples below]

**For Student Death:** "We learned today that [first name, or "one of our students" if family has not authorized name release] passed away [yesterday/over the weekend]. Our hearts are broken, and our thoughts are with [his/her/their] family during this incredibly difficult time."

**For Student Serious Injury:** "We want to inform you that [one of our students/a member of our school community] was seriously injured [today/yesterday] [in an accident/during an incident]. [He/She/They] is receiving medical care, and our thoughts are with [him/her/them] and the family."

**Support for Students:** We recognize that news like this affects our entire school community. [Counselors/support staff] will be available [today and throughout the week] for any student who needs to talk. Parents, please watch for signs that your child may be struggling and don't hesitate to reach out.

**Support Resources:**

- School counselors available in [location]
- Crisis counseling available by calling [number]
- [Community mental health resources]
- [Grief support resources]



**For Parents:** If you need guidance on talking with your child about this news, please see the attached resource guide [or visit link]. Each child processes difficult news differently, and we're here to support you.

**Privacy and Respect:** We ask that everyone respect the family's privacy during this difficult time. [If memorial plans: "The family has asked us to share that memorial service information will be provided when arrangements are finalized."]

**Moving Forward:** In the coming days, we will [mention any planned responses: memorial, support groups, etc.]. We will continue to keep you informed.

Our school community is strong because we support one another. Please reach out if you or your student needs support during this difficult time.

With heartfelt sympathy,

[Signature] [Title] [School Name] [Contact Information]

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## COMMUNICATION DECISION TREE

**Use this flowchart to determine appropriate communication response:**

**Is anyone injured or in immediate danger?** → YES: Activate emergency protocols first, communicate after safety secured → NO: Continue assessment

**Does this incident affect normal school operations?** → YES: Immediate communication required → NO: Assess if communication needed at all

**Will families learn about this from other sources (media, social media, students)?** → YES: Proactive communication recommended to control narrative → NO: Consider whether communication creates unnecessary alarm

**Does this incident involve a student or staff member?** → YES: Legal/privacy considerations - consult with counsel before naming individuals → NO: More flexibility in communication

**Is law enforcement involved?** → YES: Coordinate communication with law enforcement before releasing → NO: Proceed with internal communication protocols

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## BEST PRACTICES FOR SCHOOL CRISIS COMMUNICATION


- ✓ **Speed Matters:** First communication should go out within 30-60 minutes of incident (even if limited information)
  - ✓ **Multiple Channels:** Use email, text, website, social media, and phone tree for critical incidents
  - ✓ **Consistent Messaging:** All communications should contain same factual information
  - ✓ **Avoid Speculation:** Only share confirmed facts; say "we don't yet know" rather than guess
  - ✓ **Show Empathy:** Acknowledge the impact on your community while remaining professional
  - ✓ **Designate Spokesperson:** Only authorized individuals should speak to media
  - ✓ **Document Everything:** Save all communications sent and received for post-incident review
  - ✓ **Update Regularly:** Even if nothing has changed, tell families you're still monitoring
  - ✓ **Close the Loop:** Send final "all clear" or "resolution" message so families know incident is over
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### Need Help Customizing These Templates?

Crisis IQ Partners can help you:

- Adapt these templates for your specific institution
- Train your communications team on crisis messaging
- Conduct tabletop exercises to practice your response
- Develop scenario-specific communication plans

 Schedule a free 30-minute consultation: [Select a Date & Time - Calendly](#)

 Email us: [Hello@crisisiqpartners.com](mailto:Hello@crisisiqpartners.com)

Take our 3-minute Crisis Readiness Scorecard: [Crisis IQ Scorecard](#)

[www.crisisiqpartners.com](http://www.crisisiqpartners.com)

*These templates are provided for educational purposes. Always have your legal counsel review crisis communications before use.*