

Is your communications team ready for a cyberattack?

Ten questions you need to ask before you're hit by a cyberattack

1.

Where is your crisis communications preparedness pack? (You do have one, don't you...?) The building may not be on fire but the reputational threat could undermine your business.

2.

Have you run any scenario planning exercises? What stresses or weaknesses did you uncover?

3.

Who champions cyber communications at the board table, and makes sure the senior team is taking it seriously?

4.

Who on the comms team needs mobilising in the event of a cybersecurity issue? Do they know their role and responsibility, and how to get hold of each other?

5.

Who lets you and the rest of your team know when there's been a cyber security breach? Is there a protocol in place? Are they well versed in cyber threats?

6.

What key messages will you want to communicate in the event of a cyber security breach?

7.

Do you have a list of stakeholders you need to communicate with in the event of something like a cybersecurity breach?

8.

Have you thought about back-up communications channels in the event that first choices like Twitter or email are compromised or shut down?

9.

Would you consider employees' personal channels as a back-up option? How will you manage that?

10.

And have you considered the impact your website being down for a prolonged period of time could have on your reputation? For example, how will you respond to any posts from irate clients or customers?