

2

Hurricane Communication Templates

Calm the Chaos

Most disasters don't come with forewarning. Because of this, being prepared for a crisis is essential. When it comes to a natural disaster like a hurricane, controlled chaos is what is needed to succeed.

With the power of technology and the National Hurricane Center, we are fortunate to have the ability to know when a storm is approaching. This is the time where your clients, prospects, and employees need clear and decisive communication and direction.

This resource has example communications that are focused on internal communications. You are encouraged to change the messaging to fit your audience - team member, prospect, or client.



Various Ways to Communicate

Consider the different ways you can communicate to your audience. Who is the target audience? How important is the message? What is the length of your message? Are there additional resources needed that would benefit the message?

Here are some examples of communication that you can adopt within your organization to ensure that everyone understands your business's plans:

- **Microsoft Teams:** Communicate through the Crisis Communications app (if deployed) or through dedicated Teams channels. Seamless for back and forth communication.
- **Text Message:** Use your cell or a texting service for short, time-sensitive messages.
- **Phone Call:** Use direct calls or pre-recorded calling services for urgent updates.
- **Email:** Best for long-form messages, resources, or updates that aren't time-sensitive.
- **Webpage:** A status page, such as www.wheelhouseit.com/storm, gives your audience one place to check for all updates.



Approaching the Storm: Communication to Employees

Important: Hurricane Preparedness and Safety Measures

Team,

As hurricane season approaches, our priority is the safety and well-being of each member of our team. We are closely monitoring the situation and urge everyone to stay informed and prepared. Below are the key guidelines and measures we are implementing:

Work Arrangements

- Remote work will be in effect for [specific departments/whole company] starting from [date/time]. Please ensure you have all necessary access and resources.
- Essential staff who need to be on-site should follow outlined safety protocols.

Emergency Contacts

- Update your emergency contact information by [date].
- In case of emergency, contact [Emergency Coordinator's Name] at [Phone Number].

Safety Measures and Preparedness

- Secure all necessary personal and work-related items before leaving the office.
- Review the attached Hurricane Preparedness Checklist and have a personal emergency kit ready at home.

Communication During the Storm

- Updates will be shared via [email/text/phone]. Ensure you're signed up for alerts.
- Regular updates will be provided every [X hours] or as necessary.

Post-Storm Check-In

- Mandatory check-in on [date/time] via [platform]. Confirm your safety and any assistance needed.

Stay safe and reach out with any concerns!



Approaching the Storm: Communication to Partners & Vendors

Preparedness Measures for Upcoming Hurricane Season

[Partner/Vendor Name],

As we approach hurricane season, we want to inform you of the measures [Your Business Name] is taking to ensure continuity of operations and safeguard our partnership. Here's how we are preparing:

Operational Impact

- Business Continuity Plan activated: [remote work, asset security, etc.]
- Regular updates will be sent regarding operational status.

Expectations During the Storm

- Possible service or delivery delays.
- Updates every [X hours/days].

Post-Storm Recovery

- Immediate recovery efforts once safe.
- Communication of any impact on service delivery/project timelines.

We appreciate your understanding and partnership. Let us know if you have any specific requirements.



Post-Storm: Communication to Employees

Post-Storm Update and Next Steps

Team,

We hope you and your loved ones are safe. As the storm has passed, we are initiating recovery and assessment:

Facility Status

- [Facility update and return-to-work instructions].

Reporting Damages

- Report any work-related damages via [method].

Employee Support

- Contact [HR/Support Contact] for personal challenges.

Return to Work

- [Return instructions, phased or remote].

Counseling Services

- Use our EAP: [link/contact].

Regular Updates

- Continue checking emails and [platforms].

Stay safe and connected.



Post-Storm: Communication to Partners & Vendors

Post-Storm Status Update and Resumption of Operations

[Partner/Vendor Name],

We are pleased to share that our recovery from the storm is progressing. Key updates:

Operational Status

- [Facility and systems update].

Service and Delivery Updates

- [Expected resumption timelines or delays].

Communication and Coordination

- Ongoing updates on operational changes.

Request for Information

- Inform us of any updates on your end that may affect our partnership.

Appreciation

- Thank you for your continued support. Our commitment to you remains strong.

We look forward to full recovery and continued collaboration.



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