



APPNA Crisis Communication Protocol

Association of Physicians of Pakistani Descent of North America (APPNA)

501(c)(3) Nonprofit Organization

1. Purpose

Provides coordinated structure for responding to crises affecting APPNA.

2. Crisis Identification

Examples include media issues, viral posts, organizational disputes, public health emergencies.

3. Crisis Response Team (CRT)

Includes President, Communications Chair, Director of Operations and relevant Committee Chairs.

4. Information Gathering

Ensure verification of facts before any public communication.

5. Message Development

Messages must be timely, accurate, nonpartisan, and drafted with professionalism.

6. Spokesperson Protocol

Only the President, Communications Chair, or designated experts may issue approved statements.

7. Social Media Protocol

- Post only approved crisis updates.



- No speculation or sharing internal updates.
- Actively moderate misinformation.

8. Internal Communication

Leadership and committees must be promptly briefed.

9. Post-Crisis Review

Debrief, document lessons learned, and update future protocols.