

Role: **COMMUNICATIONS/MEDIA**

Details:

Communications/Media is responsible for creating content for all internal and external communications and working with the Leader on writing speeches and issuing public statements.

They also manage the Organization's social media accounts and post content 4 or 5 times per week. To make it easy for the Communications/Media team to access the accounts, they share one complex password.

Things to consider in the Communications/Media Role:

- What Roles should be involved in content creation/communication about a cyber incident?
 - What is the Organization's legal responsibility?
 - What, if anything, needs to be communicated and to whom?
 - How should things be communicated (email, mail, public statement, press, other)?
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**Also Known As: MARKETING – PUBLIC RELATIONS
– COMMUNITY RELATIONS – SPECIAL EVENTS**