

CSE CHECKLIST – “BE READY FOR UNPLANNED COMMUNICATION”

	<ul style="list-style-type: none">• Establish online accounts and commit to regular content generation.
	<ul style="list-style-type: none">• Increase search engine optimization by linking to other sites and commenting regularly on other webpages.
	<ul style="list-style-type: none">• Monitor online ranking.
	<ul style="list-style-type: none">• Engage a web designer to maximize search engine optimization
	<ul style="list-style-type: none">• Collect and maintain accurate customer cellphone number calling lists.
	<ul style="list-style-type: none">• Back up calling lists and store in a secure, off-site location with multiple agency staff.
	<ul style="list-style-type: none">• Create a disaster call plan. Assigned contacts ensure everyone can be reached efficiently.

