Message Map Template

Message maps provide an organized repository of information available to support districts' messaging to staff, parents, and the public following a flashpoint incident.

Review the sample message map below and use the blank template to plan to future flashpoint response messages and adhere to key talking points.

Key Details

Scenario: Rumor/threat of race-based violence

Stakeholder: Parents

Concern: How is the district responding to this threat? Is it credible?

Key Message 1

Safety is the top priority for our students, staff, and community.

Supporting Points

1. We immediately notified the authorities.

2. We have systems in place for this of situation (e.g., school resource officers, response plans).

3. We are providing additional police and counseling support to [school] as needed.

Key Message 2

Law enforcement is responding appropriately.

Supporting Points

1. Authorities are investigating the rumor/threat.

2. Law enforcement officers are coordinating with [school'] to investigate.

3. We will share more information as it becomes available.

Key Message 3

Parents should take three actions to support the district.

Supporting Points

1. Stay home; don't go to your child's school.

2. Turn to reliable sources for additional information, [name some sources].

3. Help stop the spread of unverified rumors.

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Use this template to plan to future flashpoint response messages and adhere to key talking points.

Key Details

Scenario: _____

Stakeholder: _____

Concern: _____

Key Message 1	Supporting Points
	1.
	2.
	3.

Key Message 2	Supporting Points
	1.
	2.
	3.

Key Message 3	Supporting Points
	1.
	2.
	3.