
Audience	Channel	Who sends	When
Staff	[SMS / group chat]		Within 1 hour
Customers	[Email / website]		
Suppliers	[Phone / email]		
Insurer	[Phone]		

“We are aware of [incident] affecting [service]. Our team is working to restore normal service and we will provide an update by [time]. We apologise for the inconvenience.”

“[Incident] has affected [site/system]. Please [instruction]. Next update at [time] via [channel].”