



# Communicating in a Crisis

We're living in a time of unprecedented crisis, and that's rightfully scary! Before you hit send, here are some tips for crafting your communications during the COVID-19 outbreak.

## Consider the uniqueness of your industry, and your brand

- Don't copy what other brands are doing. Every business is unique in its industry, brand voice, and customer base.
- How will your customer/client base be impacted by this crisis? How has the unique role you play in their lives changed?

## Consider what value you can add to the conversation

- According to Twitter, there is a COVID-19 related Tweet every 45 milliseconds. Imagine your tweet sandwiched between two COVID-19 related tweets - is it still appropriate?
- Always vet your information and communicate facts, over fear.
- Focus your communications on adding value and being a helpful resource.
- Sometimes it's better to say nothing at all.
- Consider sharing positive messages of hope and resilience if it remains tonally appropriate for your individual audience.

## Communicate with confidence and humanity rather than out of fear

- Put the mental and physical wellbeing of your employees, volunteers and customers/clients first.
- Having a crisis comms plan in place will help your organization respond with confidence.
- Designate people to handle crisis comms and communicate their contact info to your team.
- Leave politics out of your communications. Keep the tone neutral, but informative, confident and people-centered.
- Re-think your tone. There will be words and phrases that are more likely to illicit a negative response or be taken out of context such as viral, virus and sick.
- Don't make light of the situation itself, rely on dark humour, or attempt to capitalize on the situation. This is not a marketing opportunity.
- As you monitor the situation, continually evaluate your messaging to make sure it is still relevant and appropriate.

If you have any questions, please don't hesitate to get in touch. We want you to know — you're not alone. We're here if you need support developing messaging and managing communications with your organization's stakeholders during this outbreak.

### **Additional Reading:**

#### **CANADA.CA CORONAVIRUS INFORMATION:**

<https://www.canada.ca/en/public-health/services/diseases/coronavirus-disease-covid-19.html>

**LINK**

#### **TWITTER'S GUIDELINES:**

[https://blog.twitter.com/en\\_us/topics/company/2020/Brand-communications-in-time-of-crisis.html](https://blog.twitter.com/en_us/topics/company/2020/Brand-communications-in-time-of-crisis.html)

**LINK**

#### **FACEBOOKS GUIDELINES (AND SMALL BUSINESS RESILIENCE KIT):**

<https://www.facebook.com/business/boost/resource>

**LINK**



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