

# COMMUNICATIONS TRIAGE DURING COVID-19

Creating certainties for your marcom department during uncertainty

2

### WORK WITH BUSINESS LEADERS TO COMMUNICATE BRIEFLY AND FREQUENTLY.

Positive perception increases each time a leader is seen/heard.



## YOUR ORGANIZATIONAL MISSION IS YOUR BACKSTOP IN EVERYTHING YOU COMMUNICATE

It should be your guidepost amid uncertainty. Refer back to it, exert it internally and externally.



#### SET EXPECTATIONS ONGOING-HAVE ANSWERS FOR TODAY.

Keep people up to minute on today without speculating about tomorrow.



#### SET CRITERIA TO PRIORITIZE AND WEED OUT UNNECESSARY COMMUNICATIONS





#### THINK LIKE YOUR TARGETS

Why do they want to know? Adapt central message to them individually. Create cascade.



#### DESIGNATE COMMUNICATORS.



#### YOUR CUSTOMERS

Consider the best way to market your product appropriately.



#### ASSIGN TEAM Members.

Prepare a communications plan for a domino-effect crisis: (i.e.: infection spread, death, lawsuit, stock plunge, operational issues/business continuity).



#### CREATE A PLAN

Regularly update and respond to management.

Help your management regularly update Board.

#### SAY YES TO:

Short video messages
Bi-weekly updates
Designated spokespeople from leadership
Continuity in marketing products/services
Mission-first messages
Established communications schedule
Stakeholder list and cascade
Internal/external messaging alignment

#### SAY NO TO:

Lengthy messages

Long black-outs between communications from leadership
Messages that do not pass the mission test
Messages that don't align with communications strategy
Too many spokespeople
Internal messages only - there's no such thing

Internal messages only – there's no such thing Not addressing questions from stakeholders Letting misinformation take hold