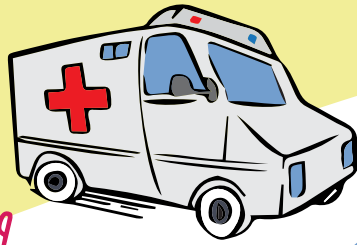


# COMMUNICATIONS TRIAGE

DURING COVID-19



**Creating certainties** for your marcom department during uncertainty



## 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
- Not addressing questions from stakeholders
- Letting misinformation take hold