BAIV

Crisis Communications 101

FACING COVID-19

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Hi there.



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Let's level set.

THIS IS **NOT** YOUR NORMAL CRISIS

Let's talk.

TERMINOLOGY YOU NEED TO KNOW

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Terminology

- THE VIRUS IS NAMED SARS-COV-2 & THE DISEASE IT CAUSES IS NAMED COVID-19
- JUST LIKE HIV CAUSES AIDS, SARS-COV-2 CAUSES COVID-19
- COVID IS AN ACRONYM FOR CORONA VIRUS DISEASE
- THE "19" IS LITERALLY FOR 2019, WHEN THE OUTBREAK BEGAN
- A "NOVEL CORONAVIRUS" IS A NEW CORONAVIRUS THAT HASN'T BEEN PREVIOUSLY IDENTIFIED
- PPE = PERSONAL PROTECTIVE EQUIPMENT
- COVID SHOULD BE IN ALL CAPS TO ALIGN WITH THE CDC AND WHO

Terminology

- USE "CORONAVIRUS" WHEN TALKING ABOUT THE PANDEMIC
 - "Millions of schools are closed because of coronavirus."
- USE "COVID-19" WHEN TALKING ABOUT THE DISEASE
 - "He tested positive for COVID-19."
- SOCIAL DISTANCING IS AVOIDING CROWDS & STANDING AT LEAST 6 FEET AWAY FROM OTHERS
- QUARANTINE MEANS STAYING HOME BECAUSE YOU'RE CONTAGIOUS OR MIGHT BE
- ISOLATION REFERS TO PEOPLE WHO ARE DIAGNOSED AS CONTAGIOUS AND NEED TO BE ALONE
 - A COVID-19 positive patient is in isolation, while the rest of the family is in quarantine

Let's identify.

THE 101 vs. THE 911

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BE EMPATHETIC

Acknowledge what's happening + use a less formal tone that is reassuring and caring

KEEP IT SHORT & COMMUNICATE OFTEN

Brevity is best during a crisis, but make sure you communicate often what you're sure of

DOUBLE CHECK EVERYTHING

Share only what you know because misinformation is the worst

FOCUS ON SOLUTIONS

Talk about how you're addressing the challenge

PROVIDE SIMPLE CALLS-TO-ACTION

People want to do something when they have little control in a crisis



THINK TWICE

Have another set of eyes to look over things — always

THINK OUTSIDE YOUR INDUSTRY

It's not just about you, so consider what's happening in other industries and how you relate

MAKE YOUR DATA USABLE

Your data can be used to determine new trends or reveal information about the crisis

STATUS QUO IS OKAY

Status quo is normal to report, but know when to remove your ego and report what's happening

CHECK IN REGULARLY WITH EMPLOYEES

Acknowledge when you're in unprecedented territory and set realistic expectations especially when personal lives are changing

REFERENCE REPUTABLE SOURCES

Explain where the data came from, when it was collected, and from whom to your audience



Let's plan.

THE BASICS FOR A CRISIS COMMS PLAN

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What can you do today?

THE BASICS OF A CRISIS COMMS PLAN

- Flowchart (or a simple Q&A) that outlines how to distinguish from a "crisis" vs "issue"
- Contact list with emails and cell numbers who would be intimately involved in crisis management
- Identified and media trained spokespersons
- Revise your content strategy to bring new value, show human connection, and experiment with consumption

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Questions?

Appendix

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Terminology

WORDS MATTER. THEY GIVE US COMFORT DURING CHAOS. KEEP THINGS SIMPLE.

- Don't say "asymptomatic," say "not showing any symptoms"
- Don't say "transmit," say "spread"
- Don't say "medical professionals," say "doctors and nurses"
- Don't say "immunocompromised," say "weak immune system"
- Don't say "hygiene," say "hand-washing"