Effective Communications Strategies During a Crisis and Emergency
Today

1. Basics, Planning, Tactics, Tools, Tips

2. Crisis & Emergency Response

3. Inspiration from Partners and Clinton Foundation Case Study
A Definitive Resource

CDC Crisis & Emergency Risk Communications
https://emergency.cdc.gov/cerc/
Question

Who do you think are the best communicators? Why?
Back to Basics

These best practices in interpersonal communications also apply to organizations and small-businesses -- and are even more important during a crisis.
Effective Communications

LISTEN
Ask questions, learn the concerns and needs of your community and those you are working to assist. Learn how best to communicate with them.

SHOW EMPATHY
Addressing what people are feeling, and the challenges they face, builds trust and rapport. Be respectful.

BE A PARTNER
Show you’re part of a community by lifting up others; provide opportunities to gather feedback.
Effective Communications

**BE BRIEF & LEAD WITH FACTS**
Accuracy is credibility. Information can include metrics on impact, what is known, what is not known, and what is being done to fill in the gaps.

**BE CONSISTENT & RESPONSIVE**
Regularly communicate with your community. Be responsive to what you’re hearing.

**PROMOTE ACTION**
Giving people meaningful things to do calms anxiety, helps restore order, and promotes a restored sense of control.
Start now.

The best time to prepare for a crisis or emergency is long before it starts.
Create a Plan

Develop and cultivate a meaningful connection with your target audience before disaster strikes.

A good communications plan will keep you focused on what’s important and what you can achieve.
<table>
<thead>
<tr>
<th>Components of a Good Comms Plan</th>
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<tbody>
<tr>
<td><strong>RESEARCH &amp; TRENDS</strong></td>
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<tr>
<td>What are other organizations doing or communicating?</td>
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<tr>
<td>What do you know about your audience? What is happening out in the world?</td>
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<tr>
<td><strong>GOAL</strong></td>
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<tr>
<td>What is the purpose of your communications?</td>
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<tr>
<td><strong>AUDIENCE</strong></td>
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<tr>
<td>Who are you trying to reach? Why? Where can they be found?</td>
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<tr>
<td><strong>MESSAGE</strong></td>
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<tr>
<td>What is the main message that you want to get across? Are you appealing to their head/heart/feet?</td>
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<tr>
<td><strong>TACTICS &amp; TOOLS</strong></td>
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<tr>
<td>How will you reach your audience with your message and get them to act?</td>
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<tr>
<td><strong>SUCCESS</strong></td>
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<tr>
<td>How will you know once you’re successful?</td>
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<tr>
<td>“What gets measured gets done”</td>
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Tactics & Tools

Specific actions you will take to reach your goals.

Approaches to communications and content that are (1) owned; (2) shared; (3) earned; or (4) paid.
## Owned Tactics

<table>
<thead>
<tr>
<th>WEBSITE</th>
<th>EMAIL MARKETING</th>
<th>REPORTS &amp; WRITINGS</th>
<th>PARTNERSHIPS</th>
<th>EVENTS</th>
<th>INTERNAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>A website offers you a</td>
<td>Still the most effective means of digital communication. Mailchimp is a helpful tool -- free or</td>
<td>Issue a report, white paper, dossier, or fact sheet that demonstrates your thought leadership on a particular issue.</td>
<td>Find comparable and compatible organizations to partner with and expand your reach.</td>
<td>In Person and Virtual Events are great tools to engage with your target audience. For Virtual, Google Hangouts, Zoom, and Skype all offer free options.</td>
<td>Never forget one of the most vital audiences -- those who work for you. Establish regular communications.</td>
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# Shared Tactics: Social Media

<table>
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<tr>
<th>FACEBOOK</th>
<th>INSTAGRAM</th>
<th>TWITTER</th>
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<tr>
<th>LINKEDIN</th>
<th>DIGITAL LISTINGS</th>
<th>OTHER</th>
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Note: You don’t need to be everywhere. Find where your audience is and stick to it.
Earned Tactics

WORD OF MOUTH
Encourage others to share your message. People trust communications from family and friends most.

MEDIA RELATIONS
Who is covering the crisis? Can you work with an outlet or reporter to share your message or story through news (print, broadcast, radio, podcast, digital, blog, etc.)

INFLUENCERS & TESTIMONIALS
Do you have a celebrity, issue/product influencer, or respected community leader who can share your story? Who can “endorse” your message?

*When you say something people hear it. When someone else says something, they listen.*
Paid Tactics*

**Traditional Advertising**
Do you have a budget for paid advertising? Think about newspapers, radio, broadcast.

**Search Engine Advertising**
Would it help to place ads on Google? Do you know experts who can assist? Think through key words people will search for.

**Social Media Advertising**
Do you want to consider ‘boosting’ a post on social media to drive more awareness?

*Weigh the pros and cons and engage others to help you*
This is a lot.

How do you pick what will work best?
How do you manage all of it?
Form the A-Team

Identify key stakeholders from across the organization who play -- or could potentially play -- a vital role in your Communications. Involve them from day one.

This includes an organization’s President, Executive Director, General Counsel, Development Officers, Program leads.
1. Keep a calendar
2. Never lose sight of your audience
3. Stay focused on mission + impact
4. Respond to real time change
Helpful Free/Low-Cost Tools

**SURVEYING**
SurveyMonkey -- Get to know your target audience with this free surveying tool.
https://www.surveymonkey.com/

**FREE GRAPHICS & DESIGN**
Canva -- design templates that can be sized for any platform.
www.canva.com

**EMAIL MARKETING**
Mailchimp -- a helpful tool for email marketing.
MailChimp Tutorials

**PRESENTATIONS**
Slides2Go -- free slide designs
https://slidesgo.com/

**BLOGGING**
Medium -- Easy-to-use blogging platform with built in audience
https://medium.com/

**SOCIAL MEDIA SCHEDULING**
Hootsuite -- A social media dashboard to plan and monitor content
www.hootsuite.com
Communicating for Emergency Preparedness & Response

Assemble your team. Assess the situation. Tweak your plans. Get to work.
The 5 Rs - a quick toolkit for responding in an emergency

- **The Five Rs**: Achieving the *right objective* by providing the *right assistance* to the *right people* at the *right time* in the *right way*.
- **Coordination**: Working in close partnership with *internal* and *external* stakeholders.
- **Balance and Bumps**: Finding a *balance* between speed and quality, while navigating the *bumps* (or unexpected difficulties) encountered during operations.
## Communicating in an Emergency - Key Steps

<table>
<thead>
<tr>
<th></th>
<th>ASSESS NEEDS</th>
<th>FOLLOW ADVICE OF AUTHORITIES, EXPERTS</th>
<th>MESSAGING</th>
<th>INNOVATE TO DRIVE IMPACT</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Assess what your audience needs from you and if you need to adapt at all.</td>
<td>Be brief. Lead with Facts. Begin with the lens of diversity, equity and inclusion.</td>
<td>Be brief. Lead with Facts. Don’t speculate. Be consistent. Apply lens of equity and inclusion.</td>
<td>Necessity is the mother of invention. Should your organization adapt at all to meet the needs of your audience?</td>
</tr>
<tr>
<td></td>
<td><strong>AMPLIFY CREDIBLE EXPERTS, GUIDANCE</strong></td>
<td><strong>BE TIMELY, CONSISTENT</strong></td>
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<tr>
<td></td>
<td>You may not be the expert on an issue. That’s OK. Build trust with your audience by pointing to the experts.</td>
<td>Respond and communicate with your audience in a timely fashion. Create vehicles for consistent updates + communication.</td>
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Inspiration from Partners

Organizations that drive impact, connect to the moment, and inspire -- even in a crisis
Oscar the Grouch here with a reminder to stay home... and SCRAM! #CaringForEachOther

A disease outbreak like #COVID19 can be stressful. To help lower your stress:

- Try to stay positive
- Stay connected with friends and loved ones
- Reach out for help when you need it. For support, call 888-692-9355, text “WELL” to 65173 or chat online: on.nyc.gov/2UXSIU4
**directrelief**

Even routine care prompts stringent precautions from health workers, like those providing emergency dental procedures at Healing Hands Health Center in Bristol, Tennessee, last week. The health center received protective gear from Direct Relief, including N95 masks, gloves, gowns, and other essential items. As the #covid19 pandemic continues, shipments of medical aid and support from Direct Relief will continue to health centers, free clinics and hospitals across the U.S. and the world. (Photo by David Crigger for the Bristol Herald Courier)

**charitywater**

Globally, only 60% of households have soap and water for handwashing via @WHO. But in communities where our partner Water for People India has worked, 9 out of 10 households have soap and water available for handwashing! Thank you for keeping families healthy and safe.
Liked by savingmothers and others

americares Our family clinic in El Salvador is a lifeline for families!

❤️ For moms like Susy, who brought us her son Julio (name changed) when he began showing serious respiratory symptoms, it’s the peace of mind she received when she learned her son’s illness was not serious.

Liked by phelps757 and others

wckitchen Scenes from today’s Free Farmers Market in Jackson Heights, Queens with #LoveWinsFoodPantry & books from @2SmallToFail! WCK will be here every week as long as we’re needed. #ChefsForAmerica
Due to climate change, the 2020 Atlantic hurricane season is predicted to be more destructive than usual.

Add in COVID-19 as a multiplier, and the result could be catastrophic.

Greg Cormier, our team leader for humanitarian response, explores the possible outcomes on Global Citizen.
Ramblin' Dan's Freewheelin' Band is live now.

PLEASE SHARE THIS! (and "like" it!)
THESE WEBCASTS ARE FREE! but contributions are welcome 😊
You can send contributions to:
-Venmo (@ramblindanmusic and last 4 digits of phone number are 0197 if asked)
-or Paypal or Zelle - send to ramblindanmusic@gmail.com
Afya's Coronavirus Impact

Afya is delivering personal protective equipment to New York healthcare workers, with a special focus on healthcare systems supporting vulnerable populations.

Learn about our impact

Afya is currently collecting and coordinating the delivery of vitally needed personal protection equipment to New York hospitals and federally qualified health centers.

Donate Supplies
Your donations will help us ship vitally needed supplies this week. The supplies we will pack and ship have all been donated to us from the Greater NY area.

Protect a Hero - Harlem
In order to protect 1,250 healthcare heroes in Harlem, we need to raise $25,000.

Donate to Campaign

Upstream Gallery
Afya is proud to partner with Upstream Gallery to offer 12 works of art for sale. All of the proceeds from the sale of each work

Upstream Art Sale
Clinton Foundation

How we’re communicating and reaching supporters during COVID-19 and preparing for future emergencies.
Goal

Putting People First by reaching people with evidence-based information about the pandemic, our programmatic response, supporting members of the community on the front lines, and lifting up stories of hope.
All Hands On Deck - Clinton Foundation At Work
# Communications Tactics

<table>
<thead>
<tr>
<th>PARTNERSHIPS</th>
<th>WEB STRATEGY</th>
<th>SOCIAL</th>
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</thead>
<tbody>
<tr>
<td>Identifying our unique strengths, needs, and partners to help us expand our reach</td>
<td><a href="http://www.clintonfoundation.org/covid19">www.clintonfoundation.org/covid19</a></td>
<td>Evidence-based information, programmatic and partner updates</td>
</tr>
<tr>
<td>EMAIL</td>
<td>PRESS</td>
<td>INTERNAL</td>
</tr>
<tr>
<td>Elevating leadership voices and programmatic updates</td>
<td>Chelsea Clinton Op-ed on CNN CauseArtist Motherly Romper</td>
<td>Keeping colleagues informed and active as brand ambassadors</td>
</tr>
</tbody>
</table>
COVID-19: HOW THE CLINTON FOUNDATION AND PARTNERS ARE RESPONDING

SERVING MEALS TO THOSE IN NEED IN CENTRAL ARKANSAS

The Clinton Foundation’s mission of “putting people first” has grown in the face of this crisis and we’ve quickly expanded our work to aid those affected by COVID-19. This page provides the latest updates — and critical resources — on how our programs and partners are helping to confront this crisis and address the urgent needs facing our country.

Download a fact sheet on COVID-19 here. For official guidance on the Coronavirus Outbreak, visit www.cdc.gov.
Dear Francesca,

These are times that put us to the test. And these are times that demand we recommit to help each other.

In his statement following the tragic death of George Floyd, President Clinton asked us all to think about how we can see each other as equally deserving of life, liberty, respect, and dignity — regardless of the color of one’s skin; how we can expand the definition of us and shrink the definition of them; and how we can move past the "divide and conquer" world we’re living in to work together and make a difference.

We have considerable work to do as a country. We may never be perfect, but we can — and must — be better, and the Clinton Foundation is committed to being part of that.
Clinton Foundation 🌍 @ClintonFdn · 1h
Together, we're supporting communities affected by the #COVID19 pandemic:
— Serving 625K+ meals to those in need
— Supporting parents, caregivers, and educators in remote learning
— Empowering student & community leaders worldwide
clintonfoundation.org/covid19
Broadcast Alert: Tune in to CBS This Morning tomorrow morning, Monday, July 20, to watch President Clinton and Secretary Clinton reflect upon the life and legacy of Rep. John Lewis.

https://twitter.com/CBSThisMorning/status/1285020498766770176

EXCLUSIVE: @GayleKing sits down with former President @BillClinton & former Secretary of State @HillaryClinton about the life and legacy of the late Congressman John Lewis.

Watch Monday on @CBSThisMorning.

https://pbs.twimg.com/media/EdVN49YXYAA8MHW.jpg

Twitter Yesterday at 9:15 PM (80 kB)
I have always believed that our country’s strength is our people. We see that every day, in the heroic work of health care workers, first responders, and everyday people reaching out to lend each other a hand.

— PRESIDENT CLINTON
Putting People First