CRISIS COMMUNICATION DOS AND DON'TS
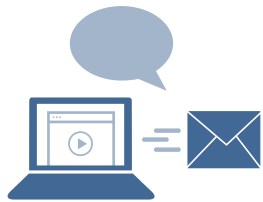
DO

Boil the message down to essentials

Opt for short, clear words over longer ones. Eliminate jargon.

Repeat yourself

Reiterate the essential points and top priorities. Deliver the message multiple ways: in person, over video, in emails and chats. If traditional communication channels are down, use emergency alerts, social media, or other public notice systems.
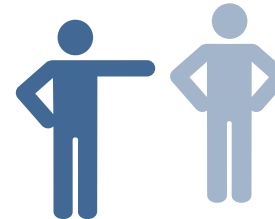
Establish a schedule

Let stakeholders know exactly when they will get regular updates from you. Touch base on schedule, even if all you can say is, "We don't know yet, but we're hoping to have more information in 24 hours."

DON'T

Sugarcoat the situation

If you minimize tough news, you'll lose the team's trust when they eventually learn the truth.

Blame

The team needs to work together now, not spend time pointing fingers at others.

Try to have an answer for everything

Misinformation often travels faster than fact. Share an educated guess if you can, but don't speculate when there's little or no information. Get comfortable saying versions of: *I don't know. I wish I did. I will keep you updated.*

Overpromise

Let people know the resources and information you are working to provide, but be clear about the challenges and the need for flexibility. Emphasize there are no fast fixes.