



Communications Checklist

This brief checklist provides tips to help you communicate effectively during the COVID-19 crisis.

General

- Create a plan for communicating with clients, partners and employees that identifies the topics you want to address, the frequency to reach each audience and how you will deliver messages.
- Reach out to clients, partners and employees and let them know the status of your company and ask what you can do for them.
- Make sure you are listening to all of your audiences so communications become two-way.
- If you haven't done so, make sure you have updated contact information for employees, clients, vendors and partners.
- Make sure all communications take into account the context of COVID-19, whether they mention the pandemic specifically or not. Beware of being tone deaf.

Public Communication

- Have a media response plan with an identified spokesperson(s) and media statements and or talking points.
- If you have an active social media presence, consider how it can be used to facilitate communications.
- Ensure you have mobile apps for all your social channels downloaded and accessible on your cell phone.
- If you have scheduled social media posts or marketing emails, consider if they are still appropriate in the current environment.
- Have a plan in place to post timely or urgent messages to your organization's website that are germane to the situation.
- Avoid being opportunistic. There is a difference between offering sincere help during difficult times and being perceived as trying to make an extra buck when others are suffering.



Internal

- Develop a protocol for employee communications – when, how and why you will communicate with all employees and with different levels, regions, etc.
- Ensure everyone in your organization who communicates with the public understands their roles and have clear guidelines/talking points/FAQs to address questions or concerns.
- Ensure you have up-to-date contact information (cell phone numbers, etc.) for each employee.
- Use daily video conferencing if possible. It helps keep everyone engaged and informed, and can improve understanding of company-wide messaging.

Clients

- Make sure you have called, texted and/or emailed all clients to see how they are doing and find out what they need.
- Set up a plan for communicating with clients. Ask yourself: How often will you touch base above and beyond routine communications? Do you know what format each client prefers? What information will they need?
- Focus on being helpful, not opportunistic. If you are not reaching out with a tangible way to help, consider only reaching out with well-wishes.

Partners and Vendors

- Identify your key business partners and vendors and what/how you need to communicate with them.
- Give them an update on how your organization is responding and how they can best communicate with you as necessary.

For more information, call or email

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