COVID-19
HOW TO COMMUNICATE DURING THE COVID-19 CRISIS
CRISIS COMMUNICATIONS
BEST PRACTICES

Be transparent
Be honest and open and maintain credibility
Outline response team
Communicate early and often
Stick to your brand and voice
Focus on facts and identify credible sources of information and where facts are coming from, never guess
EDELMAN TRUST BAROMETER

Most trusted source of information by person

SCIENTISTS

MY DOCTOR

CDC / WHO
Employers are the most trusted sources of information by group:

- 69% of Americans trust their employers to take responsible actions.
- 75% of Americans believe that businesses must act to protect employees and the local community.
- 54% of Americans want their employers to update them at least once a day.
BEST CHANNELS OF COMMUNICATION FOR EMPLOYERS

Company-wide emails or newsletters

Internal company website

EMPLOYERS ARE SEEN AS BETTER PREPARED THAN THE COUNTRY IN HANDLING THE CRISIS (51% v 43%)
COMMUNICATING DURING CORONAVIRUS

STEP 1: DETERMINE YOUR CRISIS TEAM

HBR says it should include someone from:
- Leadership
- HR
- Communications
- Medical field (if possible)
COMMUNICATING DURING CORONAVIRUS

STEP 2: UNDERSTAND WHAT IS IMPORTANT TO EACH AUDIENCE

- Employees
- Partners
- Customers
- Owners / shareholders

Messaging can and should be tweaked to communicate about what is most important to each audience.
STEP 3: MAKE SURE MESSAGING IS...

Relevant
Succinct
Easy to understand

- Talk about safety first
- Talk about business impact second
- Always explain how decisions were made (i.e. consulting health professionals, taking guidance from local government and/or the CDC)
DO NOT BE OPPORTUNISTIC

No Coronavirus-themed sales, although certain offerings to making things easier and cheaper for people can be implemented.

FOCUS ON BEING EMPATHIC AND UNDERSTANDING
CASE STUDIES
March 10, 2020 – A Note to Our Guests About the Coronavirus from CEO Brian Cornell
Dear Friends and Family,

As many of you know, we pride ourselves on always maintaining the highest standards of sanitation and food safety in our normal course of business.

Due to the increased concern surrounding the COVID-19 virus, we have further strengthened all cleaning protocols and are taking the following steps as recommended by the Centers for Disease Control and Prevention (CDC), one of the most trusted sources of information in this area.

- Allowing customers to request that deliveries be left on the doorstep or curbside
- Wiping down chairs and tables after each use with fresh cleaning cloths and disinfectants that the Environmental Protection Agency (EPA) says are effective against COVID-19
- Sanitizing high-touch surfaces throughout the restaurant
- Ensuring food preparers and handlers are wearing gloves at all times
- Encouraging employees who exhibit any symptoms of flu or Coronavirus to report their illness to management and stay home

We will continue to make delivering safe and delicious food as our number one priority while also closely monitoring the latest official health recommendations.

Keep safe and we hope to see you soon.

Best regards,
James and the Gino's Team
RESOURCES

Edelman Trust Barometer

Harvard Business Review

FSG: COVID-19—Seven Things Philanthropy Can Do
THANK YOU