COVID-19 Communication Strategies

Presented by Kelsy Black, Sustainable Pittsburgh Communications Coordinator
TOPICS COVERED:

What Is Crisis Communications?
Communication Best Practices
Social Media Strategies
What is a crisis?

A CRISIS BEST DEFINED IS A SERIOUS EVENT THAT REQUIRES CAREFUL ATTENTION FROM MANAGEMENT.

REPUTATION VS. SITUATION
Types of Crisis

1. ACT OF GOD
2. ACT OF MAN
3. ACT OF GOD, MADE WORSE BY MAN
4. ACT OF MAN, MADE WORSE BY GOD
Act of God

EXAMPLE:

Natural disasters such as floods, earthquakes, tornadoes

COVID-19
Act of Man

EXAMPLE:

Deepwater Horizon 2010 oil spill
Act of God, Made Worse by Man

EXAMPLE:

Ignoring COVID-19 guidelines set forth by CDC and WHO & thus infecting others
Act of Man, Made Worse by God

EXAMPLE:

Expediency of Climate Change
Crisis Communication Phases

1. Stop the Bleeding
   Assess the situation, formulate key messages, monitor and respond

2. Win Hearts and Minds
   Be authentic and creative, provide value

3. Restore Operations
   Provide lessons learned, share community stories
You can't control facts, but you can control **process**

**BE AUTHENTIC**

Tone matters. Helpful, reassuring, personable.

**PROVIDE VALUE**

What is something we are uniquely able to provide or assist? What can we answer for audiences?
Social Media Best Practices:

CONSIDER A MANAGEMENT TOOL OR A CONTENT CALENDAR

- PAID: HootSuite, Sprout Social
- FREE: Facebook Business Manager, Tweetdeck, Buffer
Best Times to Post for Social Media

BEST DAY: WEDNESDAY, FRIDAY
WORST DAY: WEEKENDS

BEST TIMES: 11 AM-12 PM

Source: https://sproutsocial.com/insights/best-times-to-post-on-social-media/
Best Time To Send an Email

ACCORDING TO MAILCHIMP

Peak time is 8:30-10 am
Best Days: Tuesdays and Thursdays
Worst Days: Mondays and Saturdays

Source: https://www.getresponse.com/resources/reports/email-marketing-benchmarks
More Helpful Resources

CREATE A FACEBOOK GROUP FOR YOUR COMMUNITY & FACEBOOK POLLS

FACEBOOK LIVE BEST PRACTICES

HOW TO HOST A SUCCESSFUL TWITTER CHAT (FREE TEMPLATES INCLUDED)

CANVA: A GREAT TOOL FOR DESIGN

UNSPLASH--FREE, HIGH QUALITY STOCK PHOTOGRAPHY
Have specific questions?

Feel free to reach out to me at kblack@sustainablepittsburgh.org