

# Communicating in a Crisis

DO	DON'T
Communicate clearly about your plan for customers and employees. It's okay to say things are changing and this is today's plan.	Go radio silent; your customers need to know what's changing, or not.
Post your message to all your channels, outlets, lists, etc. Alter your website to draw attention to any updates.	Assume everyone saw an email. Your message needs to appear on every single platform where you have a presence.
Acknowledge the crisis and lean into it with your brand voice, showcasing how you're helping during this time. Note what's different and how people might be feeling as it relates to your product or services.	Pretend like nothing has happened or changed. In a global crisis, everything has changed.
Share timely and meaningful updates as things change. Be creative and showcase your team and how you're pivoting.	Repeat the same content ad nauseam. Don't waste people's time.
Use your email database, but if it's cold, reintroduce yourself and share why you're reaching out. Provide value.	Blast a cold list with pleas for purchase. People can smell desperation.
Designate a spokesperson and ensure your entire internal team knows your message and game plan. In the age of social media, everyone has a mic. Ensure your team knows your expectations.	Assume internal messages are private. Expect anything shared internally to be made public.
Prepare versions of your message and SOPs so you're ready as the situation evolves. Walk through worst case scenarios with your team and how you'd respond and communicate. Write the plan down and know where it's saved.	Get caught unprepared. Mistakes happen when we're tired, scared, and stressed.
Be careful with tone and stay consistent to your brand voice.	Veer away from your brand voice. Dissonance causes confusion and turns people away.

**Need some help navigating these murky waters? Request a free consultation today!**

**Call 817.405.9878 or email [lauren@kwedarco.com](mailto:lauren@kwedarco.com)**