



# COMMUNICATING EFFECTIVELY IN A CRISIS

Allison Markin

[ask@allshewrote.ca](mailto:ask@allshewrote.ca)

250-488-8274

#pentictonbusiness

#coronacaring

# What makes “news”?

News / content relates to core public values:

Security (personal/economic)

Environment (natural/un-natural)

Accountability (by organizations)

Fairness (gender, minorities, disabilities)

Power (we have over what happens to us)



# What is framing?

What is this crisis really about?

Who is affected?

Who are the players?

Who is the audience?

What image can communicate your frame?

“Framing is telling the truth as we see it...forcefully, straightforwardly, accurately, with moral conviction and without hesitation.” – George Lakoff



# The plan: step one

## GATHERING INFORMATION

What happened?

When did it happen?

How did it happen?

Where did it happen?

How many people are involved/affected?

Who is affected?

Who has been notified?

Have the media called or arrived on the scene?

---



# The plan: step two

## IDENTIFY THE AUDIENCE(S)

Who needs to know what is happening?

## THE TOOLS

How are you communicating with your audience?

Spokesperson

Traditional media

Digital media



# The plan: step three

## CHOOSE THE TOOLS

Holding statement

Social media

Media advisory

Media release

Voicemail / Text / Other



# The plan: step four

## KEY MESSAGES

CONFIRMATION

CLARITY

CONTROL

CONFIDENCE

CONCERN



# Creating a key message

## PROBLEM

controversy, impact, identifiable situation

## SOLUTION

express values

## ACTION

a task, call to action



What is the most important message  
you would like to get out about your business?

---



# Have a planning checklist

Critical contact info at the top

Date / description of incident

Define the problem

Identify the spokesperson

List of audiences

Holding statement – all audiences

List of tactics

Has an EOC been called into action?



# #CoronaCoping

Where are we now?  
REPUTATION MANAGEMENT

What is the tone?  
LEAD WITH EMPATHY AND GRATITUDE

What do we do?  
“Let our values be our compass.”



# #CoronaCoping

## EMPLOYEE AND STAFF CONTACT

Regular checking in via:

Email list

Group text

Group chat – Facebook Messenger / Facetime / Zoom

Closed Facebook group

share resources and info

set update times



# #CoronaCoping

## **CLIENT CONTACT**

Update your website

Email list

Social media

## **KEY INFO**

Service levels

Social distancing policy

Hours and access





## RESOURCES

Allison Markin

@allisonmmarkin

ask@allshewrote.ca

250-488-8274

Penticton Chamber of Commerce

Start Here Okanagan

PentictonWorks