



STAYING IN FRONT OF COVID-19 CRISIS MESSAGING, STRATEGIES AND TACTICS

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Power Lunch Webinar





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COVID-19: Crisis Communications Planning

CAPIO / Webinar
March 2020

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Today's Agenda

- 1 Crisis overview
- 2 Trends
- 3 Communications planning
- 4 Tactics

Crisis Communications Trends

Crisis Communications Trends

- Minimal attention spans
 - Multitasking
 - Keep your story simple
- Empathy often missing
- SM will drive your story
 - Monitor, post, correct
 - Advise elected re: SM policy

Crisis Communications Trends

- Mobile news consumption
- Viral misinformation
- JIC/EOC challenges
 - Length of operation
 - Staffing - likely no mutual aid
 - Remote access
 - Not business as usual

What You Can Do Now

- Your guiding principles
 - Over-communicate
 - Empathy
 - Flexibility
 - Accessibility

What You Can Do Now

- OK to say “we don’t know”
- Acknowledge fears
- Avoid guesses about duration
- Can community access your facilities: parks, golf, etc?
- Create a communications team

What You Can Do Now

- Craft four vital documents
 - Crisis communications approach
 - Key message platform
 - Rude/internal Q&A
 - Holding statement
- Monitor other agencies

What You Can Do Now

- Be at the table
 - Bring your plan and review it
 - Point out pros and cons
 - Push back when necessary
 - Determine spokespersons
 - Train your leaders

Communications Planning Outline

Communications Outline

- Review supplemental document
 - Model for any crisis
- Typical planning approach
- Use to get management buy-in
- Keep simple
- Work it
- Note: one size doesn't fit all

Crisis Communications Mindset

- Adopt EOC/JIC approach
 - Daily IMT call - all on same page
 - Daily PIO team call - ditto
 - Create PIO team:
 - Who writes good staff reports?
 - Who does personal SM
 - Who likes to do videos as hobby?
- JIC: write, disseminate, rumors

Communications Outline

- Background
- Goals
- Key messages
- Audiences
- Communications program:
tactics

Tactical Categories - Use All

- Strategic Planning/Messaging
- Media Relations
- Internal Communications
- Community Relations
- Website / Materials
- Social Media / # Campaign
- Visual Storytelling

Quick Hits Tactics: Interesting Ideas

Video: 30 Seconds - 1 Minute-ish

- Inside the EOC
- Agency leaders
- Public health nurses doing testing
- Employees wiping rails, benches, mics
- Interview PD/FD re: training, equipment
- Can/can't flush 😊
- Mental health leader re: how to talk to children
- Stress tips
- Help for those in need while quarantined
- Library: how to download

Social Media / Crisis Comms

- Use all channels
- Slice/dice content and post regular during day
- Visuals a must
- Steal stuff: Canva
- Facebook Live - viewers don't need account
- Nextdoor - most credible?
- Use this/any crisis to push Nixle sign-ups

Visuals/Infographics



Creative Visuals



Engagement: Online Survey

- Online survey
- Easy with Survey Monkey or other

Tell us what you want to know about the coronavirus in Santa Cruz County

What do you want to know about the local response to the coronavirus?

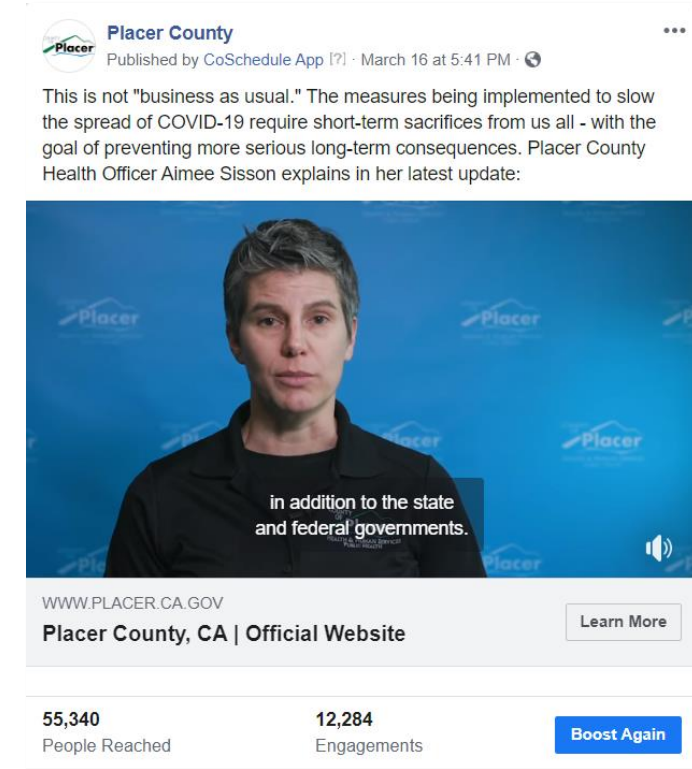
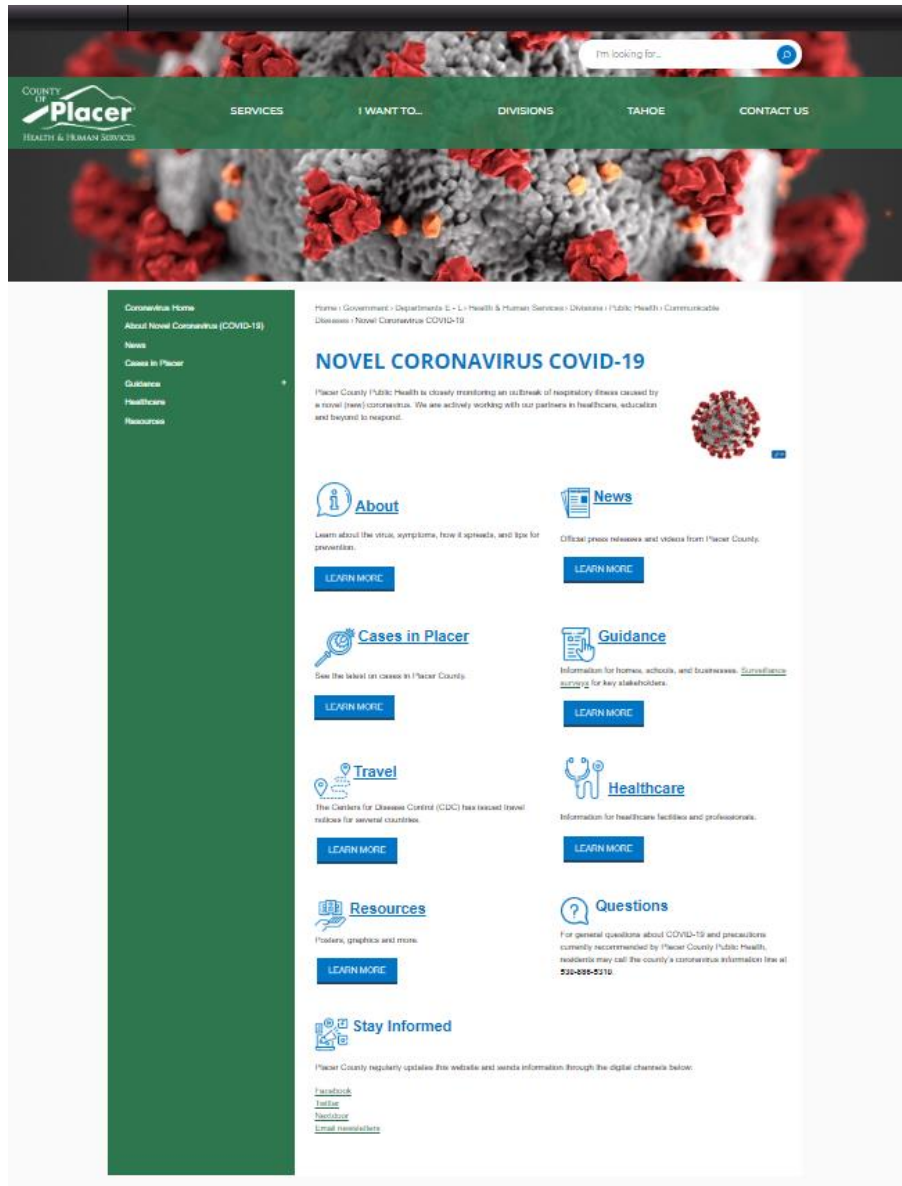
How has the local response to the coronavirus affected you personally?

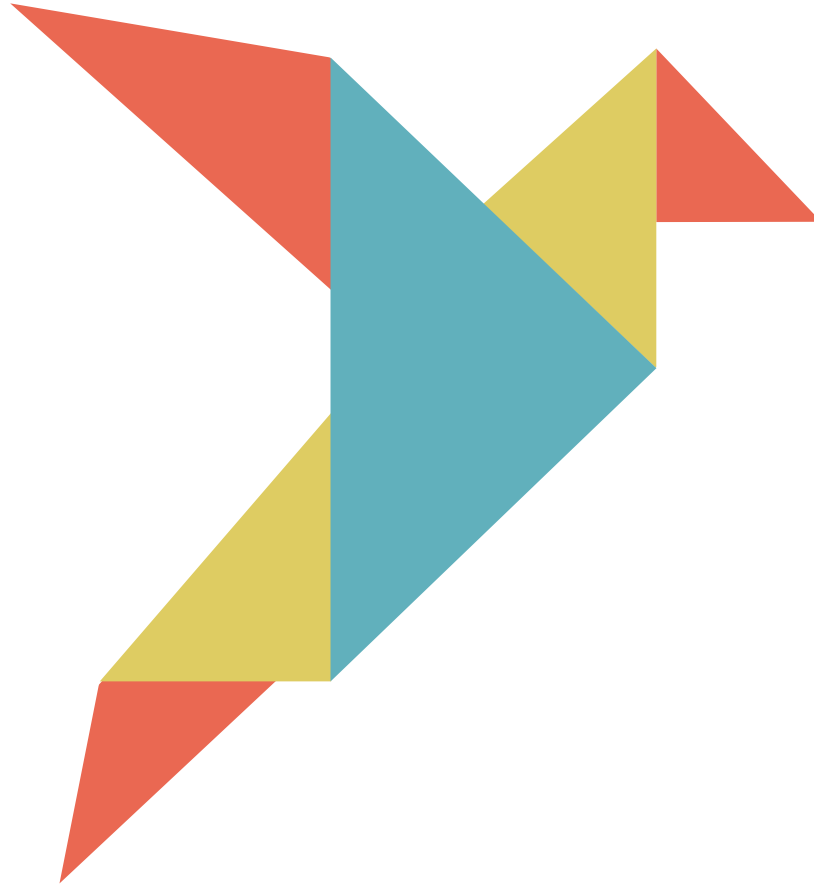
What ideas or solutions can you share that would help our community get through this time?

“Public sentiment is everything. With public sentiment nothing can fail; without it nothing can succeed.”

Abraham Lincoln







QUESTIONS?



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