

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

March 19, 2020 | 12 − 1:00 p.m. Power Lunch Webinar









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COVID-19: Crisis Communications Planning

CAPIO / Webinar March 2020

Sheri Benninghoven, APR Scott Summerfield



Today's Agenda

- 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

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

- 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

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

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



STOCK UP ON TAP WATER

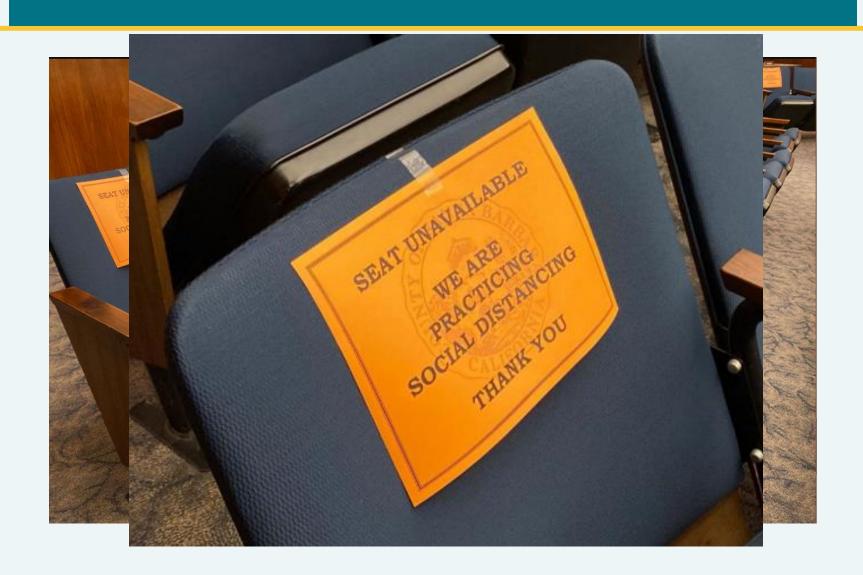
FOR THOSE MOST SUSCEPTIBLE TO GETTING THE CORONAVIRUS, RELY ON TAP WATER TO AVOID BIG BOX STORES AND LARGE CROWDS.

LEARN MORE: WMWD.COM/CORONAVIRUS





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?	
	11

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

Abraham Lincoln









News

Healthcare

(?) Questions

For general questions about COVID-19 and precautions noticents may call the county's coronwirus information line at

NOVEL CORONAVIRUS COVID-19







LEARN MORE











Placer County regularly opdates this website and winds information through the digital channels below

Inthe

Needshoor



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Making sure you're well stocked on the essentials is smart with uncertainty about how COVID-19 social distancing recommendations could affect your daily routine and your family's needs. Regardless of how COVID-19 spreads, however, Placer County will not order the closure of grocery stores or pharmacies. So, buy what you need to provide for your family for up to two weeks for general preparedness. But there's no need to stock up for any more than that. A little consideration for our neighbors is going to go a long way as we get through this together. Stay up to date on COVID-19: https://www.placer.ca.gov/coronavirus



Placer County will not order the closure of grocery stores or pharmacies.





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This is not "business as usual." The measures being implemented to slow the spread of COVID-19 require short-term sacrifices from us all - with the goal of preventing more serious long-term consequences. Placer County Health Officer Aimee Sisson explains in her latest update:



Placer County, CA | Official Website

55,340 People Reached 12,284 Engagements

Boost Again

Learn More







