**January 2021 Community Newsletter Content**

**Communications Reminder**

A message from the Federation of Calgary Communities



**Communication Best Practice:**

\*These are important in normal circumstances, but even more so during times of crisis:

1. Speak with empathy to concerns
2. Explain what will change and what will not
3. Provide the reasons for decisions
4. Don’t make promises you can’t keep
5. Be as forthright and transparent as possible

**Crisis Communications:**

* Clarity is what people crave right now
	+ Important to remember that clarity does not mean certainty
	+ Clarity is difficult to achieve during times of crisis
* Communicating in clear, simple language is very important

We need to have clear, strategic thinking. Before we start communicating, we need to:

1. Recognize
2. Reassess
3. Respond
4. **Recognize**
* Acknowledge the reality of the situation
* Be aware of our response and the effects of it
* Take note of available resources—you can be creative with your resources. Think beyond what you would typically think of your resources
1. **Reassess**
* Assess vulnerabilities in the organization—how long can your organization survive? What is our current cash positions? Can you still provide services?
* Mitigate risk
* Explore opportunities—do these circumstances make your organization more relevant than before?
1. **Respond**
* Summarize plan—a quick summary (i.e. what we are doing). Creates alignment. What are our priorities
* Define key messages and platforms
* Communicate to audiences

Don’t worry about best quality (in designs, etc.)—needs to be fast.

1. Be honest with your audience if you’re trying something new, they will appreciate your honesty, you will improve as you go

\*Always communicate to your internal audience first (board, staff) so they know what is happening

Don’t be afraid to ask your audience if there is anything you would like to see from us

Better to increase the frequency of communications in crisis.

* The general rule that when you, as the coms person, are tired of seeing the message, is when people are starting to pay attention still applies in times of crisis
* Clarity and brevity are important
* You can always ask for feedback—if this is too much, not enough, etc.
* Look at uptake on emails and other communications

\*It is okay to continue to communicate about non-Covid-19 related content but be sensitive and aware of what you are putting out. You don’t want your organization to come off as insensitive, especially right now

* How can we continue to provide value?