

COMMUNICATIONS IN A CRISIS: TOP 5 LIST

01

COMMUNICATIONS STRATEGY

Review your existing communications strategy - or write up a strategy if you don't have a current one - and update it to reflect what needs to be conveyed during this crisis.

02

CONTENT CALENDAR

This is where strategy turns into execution. Be tactical and have specific communications action items for each week, maybe even each day, during this crisis.

03

COLLABORATORS

Notice that when the White House has their daily press conference, there isn't just one person on the podium. Use this same approach with your PRC's communications plan. Form your own team of experts and assign communications tasks to each person.

04

PUBLIC RELATIONS

During the crisis be sure to connect with your local radio, TV and print journalists, bloggers, Patch reporters and any other locals who report the news and can share details that you communicate via media alerts and press releases.

05

SOCIAL MEDIA

Communicate with your donors and community with Facebook, Twitter, Instagram, YouTube and don't forget about LinkedIn.

For more information on how we can help your pregnancy resource center, please email us at questions@savethestorks.com



COMMUNICATIONS IN YOUR COMMUNITY DURING A CRISIS



Audience: Craft your communications plan with a specific audience in mind (Clients? Donor? Journalists? Church?)

Conversation: Whether a blog post, Tweet, press release, video or email, think of each point of communication as a conversation you're starting

Relevance: Is what you want to say something the audience wants to hear? Use your time – and words – wisely. Be authentic, and respect your audience's time. If you have something important to say, then go for it!

Timing: Your communications should reflect what is happening right now. Your audience wants to know how your PRC is doing during Covid-19. Moms choosing life, birth announcements, celebrating staff who is serving the community in the midst of a pandemic.

For more information on how we can help your pregnancy resource center, please email us at questions@savethestorks.com

