

# CHECKLIST

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for Your Crisis Communication

## Your COVID-19 Guide



 PR-Gateway  
by ADENION

 Blog2Social  
by ADENION

How to Create Your Crisis  
Communication Masterplan

# CHECKLIST

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In times of a crisis, businesses and brands are facing huge challenges. Communication is now the most vital lifeline between humans and between organizations and the public.

Whether you have an **emergency plan for crisis communication** in place or not, there are always essential steps you can take to respond to a crisis situation.

Your first priority in a crisis situation should be to tie your team and your customers to the **important lifeline of communication** to create **trust, confidence, and loyalty**.

Review **your audiences' needs for information**. Who needs to be informed? What information is needed and who needs it first and for what purpose?

## Step 1: Roles and responsibilities

A crisis is not the time for unnecessary bureaucracy and regulations. Instead, **focus on empowering** your staff. Pragmatism and **speed are now your most critical resources**.



Mobilize all forces and empower your staff.



Assign roles and responsibilities for all tasks.



Tear down all communication barriers.



Merge internal and external communication.

## Step 2: Collecting and compiling information

Make sure everyone gets and spreads the right information in time and that **your company speaks with one voice**:



Identify the **most likely questions** your customers, employees and stakeholders might have:



What is the most important information for each specific audience?



How is your audience affected by the crisis, economically as well as emotionally?



Provide **answers and reassurance** about the measures being taken and outline your expertise in crisis management.



Make sure your communication and customer service teams have **all the information, statements and updates in place** as the situation develops.



Prepare and provide **links to more detailed information**.



Keep all information **updated in real-time**.

## Step 3: Channels and seeding



Review **all the traditional and social media channels** available to you and identify the best channels to reach out to your audiences, for example:

- ✓ your website and blog
- ✓ Google My Business
- ✓ press releases and ad hoc news
- ✓ email und newsletters
- ✓ push messages and in-app messaging
- ✓ online-chat
- ✓ social networks: Twitter, Facebook, LinkedIn, Instagram, Pinterest, YouTube
- ✓ message boards in communities, groups, and online-forums
- ✓ news websites and industry sites
- ✓ podcasts and video channels



Tailor your message to your audiences.



Prepare for a **consistent flow of information**.



Use tools for press-distribution and social media automation to help you to **manage your publishing, scheduling and distribution process fast and efficiently**.

# What and How to Communicate on Social Media Throughout the Crisis

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In a crisis, everyone should be using a crisis communication protocol for social media. Keep your tone empathetic and your information guiding and assisting to help your audiences cope with the current situation.

Prepare for a consistent flow of current updates, breaking news, stories and valuable content to tie your customers and communities to the important lifeline of communication:

-  Publish an initial response to the crisis and current updates as the developments unfold:
  -  Inform your customers honestly and transparently about the current situation as well as your measurements to cope with the crisis.
  -  Let your customers know, how the crisis will affect your business relation and about any changes coming up.
  
-  Adapt your editorial calendar and your marketing campaigns to the current situation:
  -  Do not post hard sales messages but be helpful and supportive.
  -  Offer special services, discounts or pay reliefs to those most affected by the crisis.
  
-  Review your scheduled content to delete any content the is not relevant to the current situation or adjust your tone and messages.
  -  Publish help content and tips
  -  Share important links and information from official and trusted sources
  
-  Listen to your customers worries and answer their questions.
  -  Ask your community
  -  Share love, hope and entertainment beyond coronavirus topics.
  
-  Use trending hashtags, i.e. #corona #coronavirus #virus, #staysocial, #stayhome, #staysafe, #covid #covid19 #covid\_19, #quarantineday, #socialdistancing or #homeoffice.
  
-  Show your responsibility for your team, your customers or your community
  - Say thanks and share praise to those who help and engage
  - Share call-for-actions to stay safe and act responsible
  - Add @mentions to connect directly

# Essential Tools for Your Crisis Communication

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## **Content creation and remote collaboration**

Organizing projects and editorial calendars: [Trello](#), [Asana](#), [Hive](#)

Chat tool fast and easy communication with remote working teams: [Slack](#), [Microsoft Teams](#)

## **Video-calls, live streaming and virtual team meetings**

Video-calls and meetings: [Zoom](#), [Skype](#), [Facetime](#), [Google Hangout](#)

Life streaming: [YouTube](#), [Facebook Live Broadcast](#)

Desktop-sharing: [Teamviewer](#), [Smartsheet](#), [Anydesk](#)

## **Data storage and dokument transfer**

Cloud-Service for collecting, organizing and collaboration on documents of all kind: [One Drive](#) (Microsoft) [Google Drive](#), [Dropbox](#), [Box](#), [Evernote](#)

Cloud-Service for transferring large volumes of data or big files: [Wetransfer](#), [Firefox Send](#), [Terashare](#)

## **Text, image, and video creation and editing**

Writing, spell and grammar checker: [Grammarly](#), [Hemingway App](#)

PDF-Converter: [PDF2Go](#), [Smallpdf](#)

Visual content creation: [Canva](#), [Visme](#), [Piktochart](#), [Venngage](#)

Image compression: [EWWW Image Optimizer](#)

Screencasts and animated videos Screencasts: [Moovly](#), [PowToon](#), [Prezi](#), [Vyond](#)

## **Emails and push-messaging**

Email und newsletter management: [Icegram](#), [MailChimp](#), [CleverReach](#)

Push notification: [OneSignal](#), [Push Engage](#)

## **Publishing and seeding**

Social media automatization and scheduling: [Blog2Social](#), [Buffer](#), [Hootsuite](#)

Press distribution: [PR-Gateway](#), [PRWeb](#)

## **Monitoring**

Social and traditional media: [NewsRadar®](#), [Cision](#)

Dashboard tools: [Feedly](#), [Inoreader](#)

Keyword and hashtag research: [Google Keyword Planner](#), [Keywordtool.io](#), [WordStream](#), [Hashtagify](#), [Top-Hashtags](#), [Tagdef](#), [Trendsmap](#)

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## About Blog2Social



Automatically schedule and share your blog posts, images, articles, and links on your social media accounts (profiles, pages, and groups). Each post will be automatically turned into an adapted format to fit the individual options of different networks. You can automatically schedule and share your posts on multiple networks simultaneously, and you can optionally customize and tailor each social media post for each selected network in a single workflow.

Blog2Social offers an unrivaled bunch of features to quickly and effectively improve your social media posts for more reach and engagement.

Save valuable time, increase your reach and ensure a consistent content flow for all your social media channels

### Smart Social Media Automation

- Social Media Sharing**  
Cross-post or cross-promote on all social media at once
- Auto-Posting**  
Automatically share on social media when you publish a new post or at your best time settings for each network.
- Custom Sharing**  
Tailor your posts with individual comments, hashtags, handles or emojis for each social network and audience.
- Scheduling**  
Automatically share your posts at the best times to post on each network. Re-share your posts multiple times or recurrently.
- Select Post Format**  
Share your blog content as link post or as image post / manage posts with the social media calendar

Test Blog2Social 30 days free of charge: [blog2social.com](http://blog2social.com)

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