




CRISIS COMMUNICATIONS IN COVID

Caffeinated Church
February 10, 2021



Crisis Communications in Covid

What is an emergency?

- Merriam Webster definition: a serious, unexpected, and often dangerous situation requiring immediate action.
- My definition: an unexpected or unplanned event or situation that causes people to run around aimlessly and disrupts any semblance of order, harmony, calmness, or stability.

What is a crisis?

- Merriam Webster definition: an unstable or crucial time or state of affairs in which a decisive change is impending; especially one with a distinct possibility of a highly undesirable outcome.
- My definition: a crisis is an out-of-ordinary situation that can cause negative or positive outcomes, negative or positive feelings, negative or positive reactions, negative or positive posts, negative or positive press.

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Name our current collective demons

- Crisis of health
- Crisis of mental health
- Crisis of trust
- Crisis of finance and plate
- Crisis of spirit
- Crisis of food
- Crisis of racial inequality
- Crisis of gender inequality
- Crisis of opioid epidemic
- Crisis from the political happenings
- Crisis of natural incidents: fires, hurricanes, tornadoes, blizzards

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First define the crisis (crises)

- Opening church
- Not opening church
- Connecting online
- Connecting with those not online
- Plate/pledge/stewardship deficiency
- Life of your community – baptisms, weddings, funerals, other life events that we share
- Others

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Check and verify

- What is being posted/said?
- What goes into your message?
- What is the diocese saying?
- What are area health and government saying?
- What is law enforcement saying?
- What are your clergy saying?
- What are your congregants saying?
- Is your website up-to-date?

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Have you answered these questions?

- What are you trying to achieve?
- What is your message?
- Who is/are your audience(s)?
- When are you saying it?
- How and where are you saying it?
- Is your website up-to-date?

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Serious considerations

- Who speaks for you and your community? Clergy? You? Warden? Vestry?
- How do you distribute your message?
- What tools do you use in the pandemic? What works/what doesn't work?
- How often do you issue a message?
- Is your website up-to-date?

We don't know how long this will go on...but we will endure.

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Top 10 practical steps for communications in an emergency or a crisis

- #1. Pray.
- #2. Calm down.
- #3. Review and take an inventory of the situation.
- #4. What, exactly, is the emergency, crisis and/or problem?
- #5. Inform those who need to know.

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Top 10 practical steps for communications in an emergency or a crisis

- #6 Form your core communications/response team.
- #7 Develop and review your options – all options.
- #8. Determine what your course of action will be.
- #9. Put the plan into action.
- #10. Monitor/review the plan for effectiveness, results, etc.

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Woulda, Shoulda, Coulda

- What worked? What didn't?
- What would you have done differently?
- What feedback did you receive?
- Was/were the reaction(s) what you expected?

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- Case Studies