

Managing Communications During the COVID-19 Crisis and Beyond

By Caryl Bixon-Gordon, president, Caryl Communications

Silence is never golden in times of crisis, particularly during the COVID-19 (coronavirus) epidemic which is so large in scope. Because of the uncertainty surrounding this evolving situation, it's important to keep channels of communication open and to disseminate information as it unfolds. At this stage, it might be helpful to pause and focus on the practical steps it can take to adapt to the "new normal" while staying connected and engaged with stakeholders.

Even before the outbreak hit, most U.S. companies acknowledged that crisis is a reality that they've had to face at some point. According to PwC's [Global Crisis Survey 2019](#), nearly eight in 10 U.S. companies (79%) have experienced at least one corporate crisis in the last five years, and 98% expect to experience a crisis in the future.

Below are some positive ways to weather the storm as we look forward to brighter days down the road.

Over communicate

During this crisis and most others, it's always beneficial to lean toward over communicating. Your stakeholders – including clients, tenants and investors, among others – need and expect updated timely information. So if your strategy so far has been to stay silent, make a change, and tailor messages to your stakeholders. Whether it's crisis-related or routine work-related, be clear and concise when providing updates and information.

Promote Good Work

We're all in this together. So as communities and individuals unite to support one another, consider posting those feel-good stories on social media, as appropriate, or working with your public relations team to share news with the media. We could all use some uplifting news right now.

Share your Expertise

If your business is going through a slow period, take this time to share your ideas and insights. Create bylines, blogs and white papers, which often require diligence and "quiet time." By spotlighting your expertise and point of view on social media, you can differentiate yourself from the competition. As a result, this can be an opportune time to brainstorm with your staff and public relations team to work on relevant value-add pieces to boost your thought leadership strategy.

At [Caryl Communications](#), we are dedicated to providing the same high level of service to our clients in the current "new normal." One of our key objectives is balancing a sustained media presence for clients with appropriate, socially sensitive messaging as we move through the coming days and weeks.

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