

CRISIS COMMUNICATION

These guidelines can help when communicating in the midst of a domestic violence crisis or when anticipating a crisis will happen.

7

HOW TO TALK ABOUT A CRISIS

Decide how you are going to convey your message:

- What needs to be told in person?
- Consider using your website as well as email and social media to deliver messages quickly and efficiently.
- Show your helpline how to handle inquiries.
- Establish other communication channels as required.

GIVING INFORMATION OUT IN A TIMELY MANNER

A good communications plan will release information to the media, employees, and other stakeholders at the same time. If not possible, ensure that your employees and other prime stakeholders find out directly from you.

9

DON'T HOLD BACK INFORMATION

If you can, tell all the bad news, all at once. If you give it in spurts it can look like you're hiding things and not being totally honest.

BE UP-FRONT AT ALL TIMES

If you can't go into detail on something, be honest and say that you can't discuss that information at this time. If you don't know something, be honest about that too.

11

BE UNDERSTANDING

Try to see the situation from the audience's point of view. Deliver the message with the same sensitivity you would appreciate if you were in their position. Try to empathize the positive without minimizing the negative.

STAY CALM