Tips for Communicating with Staff During a Crisis

1. **Be Proactive**
   - Anticipate and plan for crises that your organization could encounter before they happen.
   - Earthquake? Power outages? Data Breach? Zombie Apocalypse?
     Be ready and be prepared.

2. **Get a Team Together**
   - During the planning phase, identify employees who will make up the crisis management team—the people who will know what to do when disaster strikes.

3. **Don't expect Staff to come to you**
   - Implement a notification system that quickly reaches out to employees with accurate information and guidance.
   - Phone Trees are helpful, make sure all staff information is updated on a regular basis.

4. **Don't put up Roadblocks**
   - Trying to keep employees from communicating about crises via social media is futile. Instead, help them shape their messages by giving them correct information in a timely manner.

5. **Act Fast – But only Say what you know to be true**
   - Speed is of the essence when it comes to crisis communications, but it shouldn't come at the price of accuracy.

6. **Don't go Silent**
   - If your organization is not yet ready to respond to an emergency, HR should still contact staff.
   - Even if your update is "We are gathering more information and will update you within the hour" that is important!

7. **Test, then re-test**
   - The most well-crafted communication plan won't be very helpful if employees have no idea what it is or how to use it.
   - At least once a year, test the process to find out from workers what it does and doesn't do well, and then adjust accordingly.

8. **Evaluate**
   - Post-crisis assessments are as important as pre-crisis plans. After the fact, review how the internal communication plan was executed. Determine what succeeded and what can be improved.