

HOW TO

Communicate With Your Employees During COVID-19 Crisis

Leadership

- Create team/taskforce to work on communications
- Communicate early and often
- Appoint specific people to lead the communications
- Identify the ways you will be communicating
 - Agree internally on communication before announcing
- Provide encouragement and inspiration as well as information

Information

- Rely on experts
- Identify who will gather and provide key information
- Provide critical information employees need from the company
- Employees want to know: *"What does this really mean to me?"*
- Adjust rules/policies as needed
- Share as much information as you can about plans-current and future
 - Identify available company resources for employee questions and support/solicit feedback

Connection

- Develop communication strategy
 - User friendly methods to communicate (website, call-in phone line, email, mobile app, social media - Facebook/Instagram)
 - Determine your source for information and use it consistently
- Demonstrate your care and concern
 - Share ways the company/employees are helping/supporting each other and the community
- Share links to reliable information: [kycovid19](#) and [Centers for Disease Control and Prevention 2019 novel coronavirus site](#)

