



COMMUNICATING IN AN EMERGENCY

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Communicating Internally in an Emergency



KEY STEPS



1. Maintain clear lines of communication with leadership



2. Communicate with regularity



3. Communicate with sincerity and passion



4. Make yourself a resource



5. Be flexible

INTERNAL

STEP 1

Maintain Clear Lines of Communication with Leadership

- Work out an organizational strategy and use it to drive your messaging. It's ok to revise the strategy as long as everyone is on the same page.
- Determine who will serve as the voice of the union in outreach. Often it'll be the president, as members will want to her from leadership in an emergency.

INTERNAL

STEP 2

Communicate with Regularity & Clarity

- Work out your cadence – more frequent communication makes sense early on because everyone is desperate for information.
- Serve as an informational resource for members and their families. As new information becomes available, be sure to send updates.
- Consider creating a resource page on your website that can house information like one pagers, FAQs, departmental contact information, important dates, etc.
MAKE FINDING THE INFORMATION AS EASY AS POSSIBLE!

INTERNAL

STEP 3

Communicate with Sincerity and Passion

- The role of the union is to support the members in their work
- Make sure correspondence acknowledges their hard work and dedication
- Remind them that the union is working diligently on their behalf
 - Echo the sentiments on social media
 - Exercise patience

INTERNAL

STEP 4

LISTEN: Make Yourself a Resource

- Have dedicated channels for members to ask questions, but be flexible
- Monitor social media closely, and respond to questions and inquiries in a timely fashion
- BE PATIENT – you may get the same question over and over again, but often members just want information and a listening ear

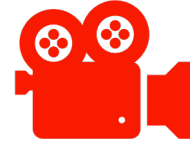
INTERNAL

STEP 5

Be Flexible

- As time progresses, your strategy may need to change. Communication may become less frequent, but keep it meaningful.
- Members may suggest other means of communication – LISTEN
 - Members may suggest other language – LISTEN

Communicating Externally in an Emergency



1. Earned media



2. Social media



3. Mid/Post-Emergency
Contract Negotiations

EXTERNAL

EARNED MEDIA

- Monitor news to see what reporters are writing about.
- Make sure reporter pitches are tight.
- Identify strong member spokespeople who are good for print, TV, or radio. Make sure they're reliable, and well prepped.
- When it's safe – plan events to show broad worker support.



EXTERNAL

SOCIAL MEDIA

- Remember that everything posted on social media should be considered external media
- Use accounts to echo appropriate critical internal messages
- Think creatively

EXTERNAL

Mid/Post
Emergency
Contract
Negotiations

- Workers can go from “heroes” to “zeros” in a flash
- Management will develop amnesia
- Unified membership is critical to winning the contract members deserve

Plan a member appreciation event
to support and encourage workers
during an emergency.

Think creatively!



QUESTIONS?