

EXTERNAL COMMUNICATIONS CHECKLIST

Here are some things you might ask yourself as you consider your response to the changing circumstances impacting your business.

Are All Your Communications Vehicles Appropriately Updated?

- WEBSITE:** Go beyond your front page; do you need to update information about adjusted hours, delivery times or product availability? Are automated responses still accurate?
- SOCIAL MEDIA:** Have you updated your feed recently? Are your hours and contact information still accurate? Do you have any events in the future that have been impacted? Is the message in your advertising still appropriate?
- LINKEDIN / ZIP RECRUITER / INDEED:** Has this impacted any recruiting or hiring? Have you communicated to applicants and have you updated the job posting(s)?
- EMAIL SIGNATURES:** Is everyone's phone number and contact information accurate, particularly if people are working from home?
- EMAIL COMMUNICATION:** Are you crafting targeted communications for segmented audiences whenever possible instead of sending mass emails? Are scheduled messages reflective of the current environment?
- EXISTING AND ONGOING PROJECTS:** Have you reviewed any scheduled print or direct mail pieces? Do you have ongoing or scheduled advertising? Are the message and tone still appropriate?
- CRISIS PLAN / MEDIA PLAN:** Have you reviewed your crisis plan? Is it still accurate? If you do not have one, now is the time to develop a crisis plan and be prepared. Better late than never.

Do Your Key Audiences Have What They Need?

- EMPLOYEES:** Do they know where or who to contact with questions? Do they have the tools they need to be successful, particularly if working from home? Have you communicated and demonstrated care and concern for their well-being?
- CUSTOMERS:** Can they easily find adjusted hours, product availability, changes in shipping or other information? Has this been shared in all locations (including proprietary / internal sites, apps or systems)?
- PARTNERS / SUPPLIERS:** Do you need to set up a webpage or regular communication tools to help your partners or suppliers stay informed? Do you need to connect with all of your partners at once via an email, webinar or conference call?

Do You Have The Right Tone and Approach?

- REVISIT YOUR MISSION AND VALUES:** If ever there was a time to revisit your guiding documents, this is it. Pause and reflect on what the ultimate purpose of your work is and the principles you have committed. When appropriate, reference these documents to help explain your decision-making and communications strategy.
- LEAD WITH YOUR HEART:** We all know corporate-speak when we read it. This is an uncertain and often scary time. Your authenticity and genuine voice will go a long way to instilling confidence and engendering support from your stakeholders.
- BE TRANSPARENT:** You don't have to have all the answers. Letting people know that you are working through important and difficult decisions matters. Key stakeholders want to hear from you, even if you don't have everything figured out.
- TARGET YOUR RESPONSE AND MESSAGE:** In the past weeks, we have all been inundated with mass communication that often feels generic and unhelpful. Whenever possible, target your message to make it as relevant to the recipient as possible.
- LISTEN:** Listen to your stakeholders for the questions they are asking and the concerns they are sharing. Listen to the external context in which you are operating so that you can reflect reality appropriately. Expect things to change and for your strategy to be strengthened by others.

For additional resources and support, contact Neuger Communications Group at 888.761.3400 or visit neuger.com.