

4F'S FOR CORONAVIRUS



FAST

An organization needs fast updates directed to employees who are working in impacted countries. Since rumors spread at the speed of light, news from the company before it hits social media builds trust. Employees will turn to the company first for future information.

FREQUENT

Frequent updates demonstrate transparency and creates more trust. More outreach during challenging times will help a business regain trust with employees and customers when things return back to normal.

FACTUAL

It's best not to hedge, predict, or exaggerate; be as upfront as possible. What are your stakeholder's questions? How long, how expensive, how many? Try and answer as many as possible. Numbers matter. Don't state more than you know or can confirm.

FLEXIBLE

It's obvious that in a crisis such as **COVID-19**, events and facts are constantly changing. An organization needs to use multiple channels to communicate, and be flexible in what it says and how messages are delivered.

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