



BEST PRACTICES FOR BRAND COMMUNICATIONS IN TIMES OF UNCERTAINTY

Due to the rapidly shifting news cycle and growing concerns about COVID-19, we at Cision want to support your communication efforts during these times of uncertainty. Here are some best practices for brand communications in difficult times.

If you have questions or concerns, please feel free to reach out to us on [Twitter @Cision](#).

WHAT DO YOU NEED TO COMMUNICATE?

Living through a global pandemic is stressful; now more than ever it's crucial to let your customers know what you're doing to help them, not add to their stress. Let them know of any increased safety and cleanliness measures you're taking in whatever way makes the most sense for your brand.



BE AVAILABLE

Consumers are used to nearly 24/7 access to brands via social media; be sure you have comprehensive social listening and monitoring set up to capture any and all queries directed at your brand so you can be responsive in line with your policies.



BE CONCISE

People are receiving a lot of brand communications right now, so be sure you get right to the heart of what you have to share and give them resources to follow up on.



LEAD BY EXAMPLE

Communicate what you as a company are doing to minimize the impact of the situation with your own employees. Be transparent and direct.



SPEAK TO WHAT YOU KNOW

There is a lot of misinformation out there; help the community by contributing valid, informative and expert information. Stick to your brand's area of expertise and don't try to give out any health advice if that isn't something you are qualified to do.



SHARE POSITIVITY

Feel-good stories are especially appreciated in trying times. If it feels appropriate, share positive or inspiring stories that give your audience hope and reassurance.



TARGET YOUR PITCHES

Journalists are tasked with keeping the public informed through uncharted territory. Do your research and be sure to target the right influencers with your news.



STAY INFORMED

Keep up with the latest news yourself so you can let it shape your comms as necessary.



BE EMPATHETIC.

Remember that this is a stressful time for everyone and let that inform the way you shape your communications. Be patient with customers who have a lot of questions.



There's a fine line between being helpful to your customers and audience and attempting to capitalize off of a scary situation. With thoughtful communications your brand can be seen as a trusted source of information for your industry in trying times.