

Crisis Communication Tips For Your Church

- Respond with corresponding understanding and empathy to the mass media's coverage.
- Get ahead of the crisis. If you can't, now is the time to respond.
- Inform them simply how you're responding and what you expect them to do.
- Be concise with your communication but know you may need alternative options for the future. Things will change.
- Remain calm, serious and confident. Use language that sounds like you and your church.
- Use all usual communication channels. Pin posts to the top (if possible).
- Write personally to your audience. They want/need to hear from you. What a great time to demonstrate the Christian's response to the crisis. Don't be overly spiritual though. Expect them to use your language as a response to their neighbor or coworker.
- On social media; monitor, reply, and engage. Be understanding. Do not argue. Hide comments from trolls who don't listen to reason. Don't delete since that stokes heated responses.
- Don't try to be clever.
- Simplicity is better than complexity.
- Edit out all unnecessary words and concepts. People prefer short and concise.
- If you're cancelling in-person services; do something online (during regular service time) to personally engage with your members. Offer them something to do so they can feel part of the solution (volunteer, give, etc.).
- Before sending, proof. And proof again. A typo looks like you're rushing.
- Use today's crisis to help formulate a longterm plan for future crises.
- Be known for love. In all things. John 13:35

