Tips for Communicating during a Disaster

TRUST
Recognize that you are a trusted source to those in your community

CLEAR & CONCISE
Ensure your communication is easy to understand

RELATABLE
Use language your audience understands

COORDINATE
Time your messaging in relation to messaging of other agencies

SPEED
Give your audience a chance by providing early and targeted advance notice of important information

OUTREACH
Be proactive with communications, don’t make the target population come to you

TARGET
Use the right channels (FB, Twitter, Email, What’s App) for messaging rather than using broad mass communication

LOCAL
Engage with community leaders and grassroots organizations to spread awareness

IN-PERSON
Live events are an effective way to meet people where they are

TRY NEW IDEAS
Communications are continually evolving, be open to new ways and new platforms to connect with your target population