

PR

Pauliina Rasi Communications

THE COMMS CURE TO COVID-19

Crisis Communication Blueprint
for Small Businesses

Part 4





4+1 BEST PRACTICES TO MOVE ON DURING & AFTER COVID-19

This is the end of the Content Series “The Comms Cure to Covid-19”. Learn concrete steps you can apply to progress during and after this crisis. Bonus: Find out how you can use these lessons for your future communications plan.



1

AIM FOR BALANCE

Gradually increase posts about other topics, instead of totally not talking about - or always talking about - Covid-19! It's fine to talk about other things and come back to your normal rhythm.



2

BE SENSITIVE

People are more sensitive or worried these days, too. Be extra careful of how you communicate with your audience.



3

KNOW THE LATEST ON THE TOPIC

Keep an eye out on the news even if there's no need to share every bit of information. Follow the developments so you can react quickly if things change and would affect your business again.



4

REPURPOSE OLD CONTENT

What you have published in the past may be relevant or helpful in this situation. Consider updating it and re-posting something useful or valuable to your clients.



4+1 BEST PRACTICES TO MOVE ON DURING & AFTER COVID-19



+1

USE THE LESSONS FOR YOUR FUTURE COMMUNICATIONS PLAN

Don't throw out the plans you had before, you can still use and boost them with the tips and tactics you gained from this crisis, and be better prepared in the future.

WHO AM I TO TELL YOU THIS?



My name is Pauliina, with 2 "I"s as my blog name emphasizes.

I've been working as a journalist, copywriter, and communications consultant for small businesses for more than 15 years now.

During those years I've guided many small and medium businesses through successes and crises, and today I want to share my best tips and strategies with you.