5 Tips for Communications in Times of Crisis for Catholic Leaders

1. Follow your Crisis Communications Plan
   a. Dust off your crisis communications plan and put it to use, starting with calling your crisis communications team members together (Don't have a crisis communications plan? Here is a sample for small parishes or Catholic organizations to get you started).

2. Lead with Pastoral Concerns
   a. Keep those affected by the pandemic at the beginning of your communications
   b. Keep all those entrusted to your care in your communications
   c. Mention spiritual and social resources available to those in your community, whether you provide these or direct people to local resources

3. Be Consistent
   a. Set up a regular communications schedule
   b. Be consistent in what you share with different groups at different times
   c. Allow yourself to say “I don’t know” if you don’t know the answer to something

4. Be Transparent and Accountable
   a. Share what you know, when you know it, as long as it is appropriate
   b. Take responsibility for problems; provide solutions
   c. Know that if you are transparent and accountable now, it can strengthen relationships and restore trust over time

5. Let Your Faith Shine Through
   a. Communicate through the Christian tradition, drawing upon scripture and symbols with which people are familiar in order to convey meaning, comfort, and hope
   b. Follow in Christ’s footsteps of servant leadership: revealing your own human vulnerability and emotions can be a sign of strength and provide permission for others to do the same
   c. Start with prayer and place your trust in God to help you communicate

Visit leadershiproundtable.org/covid for further resources or contact our program manager, Peter Denio, for customized support and solutions 201.739.2674 or peter@leadershiproundtable.org.