



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