



Top fourteen PR tips to implement during a crisis

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Top fourteen PR Tips to implement during a crisis

1. Communicate simply and consistently about your business' best practices
2. Share how your business will support your local community (Offers, discounts, amended procedures)
- 3. Do not feed into the fear. Do not use your social media to share negative news about the crisis. Instead focus on solutions within your sector.**
4. Share **the** success stories. Share news about people who have recovered
- 5. Create a plan to support the vulnerable within your tribe or local community**
6. Communicate with your stakeholders as soon as possible about any changes you need to implement
- 7. If your business is slowing down, take the opportunity to revisit your business and marketing plan**
8. Share your success stories. Share testimonials from recent customers and clients
- 9. Do more live videos, so that people can see you in realtime**
10. If you have exhibited at an exhibition or event, share any useful tips and tricks for other business owners
- 11. Be patient with your customers and clients**
12. As a business owner, share your personal journey. The impact it is having on your sector and how you are overcoming the issues you encounter
- 13. Keep the doors of communication open and positive**
14. Build a strong team and infrastructure around your business to increase industry and customer confidence

#1 of 14

Communicate simply and consistently about your business' best practices

1.

Communicate simply and consistently about your business' best practices

I heard a story about a man filming an accident on his phone, and he said 'someone, please call the ambulance.'

As business owners, it is time to employ common sense and good practice in what we all do. Small and growing businesses are being impacted by negative news and scaremongering. Communication is key.

It is not always easy to do, especially when you are staying afloat and you are facing cashflow issues.

However, please do your best to inform your community about the information which maintains and grows their trust with you.

Action point

Review your social media and marketing strategy

#2 of 14

Share how your business will support your local community (offers, discounts, amended procedures)

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2.

Share how your business will support your local community (offers, discounts, amended procedures)

As a small and growing business, your job is about doing MORE than just making a profit (I know it is challenging), it is about serving your community. Therefore, consider the impact a crisis may have on your tribe and how you can help.

How can your business help people impacted if:

- They are on a zero-hours contract and affected?
- They are housebound or quarantined?
- They are running out of supplies?
- Child's school is closed
- Is another local business and needs support?.....

Are there services and products you can provide with discounts, or more flexible delivery service or a safe place or just consistent positive information?

Your business could provide a solution for your stakeholders during challenging times, and you do not have to be a #Charity or #CIC to be a #ConsciousCapitalist

#3 of 14

Do not feed into the fear.
Do not use your social
media to share negative
news about the crisis

3.

Do not feed into the fear. Do not use your social media to share negative news

If you pay attention, you will notice that stockpiling and energy of fear motivates the frenzy of consumers to hoard large quantities of random products. As a business owner, you can become a place through which positive news and solutions are sourced for your industry.

Do not use your socials as a place to share negative trending topics for the sake of clickbait or driving traffic. Instead, communicate consistently and concisely about solutions people seeking will need.

#4 of 14

Share the success stories.
Share news about people
who have recovered

4.

Share the success stories. Share news about people who have recovered

It is straightforward to share positive news. Take the opportunity to promote local heroes who are helping others in your industry, or maybe share the stories of customers who have recovered.

They may have some useful tips and tricks, and also share their experience. The action of positive communication will encourage more custom and loyalty from others. It will also ensure that your brand is known for positivity, even during a crisis.

There is a saying, 'People may not remember what you said, people may not remember what you did. But, people will always remember how you made them feel.'

#5 of 14

Create a plan to support the
vulnerable within your tribe
or local community

5.

Create a plan to support the vulnerable within your tribe or local community

In the midst of all of the drama of a crisis, as a business, you can see this is an excellent opportunity to demonstrate your business;' actual brand values and your corporate mission statements.

Adversity is a solid backboard to propel yourself from and do something positive.

Communicate how you can uplift the more vulnerable.

#6 of 14

Communicate with your stakeholders as soon as possible about any changes you need to implement

6.

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- Who do you owe?
- Do you have to readjust the hours available?
- Are you struggling mentally?
- Do you feel isolated?
- Have you come up with alternative solutions?
- Can you help your stakeholders in alternative ways?

Whatever your situation communication is central to your success. It builds advocacy amongst your stakeholders and engenders confidence in your leadership.

#7 of 14

If your business is slowing down, take the opportunity to revisit your business and marketing plan

7.

If your business is slowing down, take the opportunity to revisit your business and marketing plan

As a business owner, you can often get caught up in the drama of your evolving business. We often get lost in working in the business and not on the business.

- How are you adapting to try to keep on track with your goals?
- How faithful are you to your vision and goal?
- When was the last time you reviewed your business plan?
- Is the sector you are in evolving or adapting to new technologies, behaviours and influences?

Look at your business plan and reflect on the changes you may need to make to stay successful?

Action point

Some boroughs provide business tools, like Redbridge.

<https://redbridge.cobwebinfo.com/>

Ask your borough what business support they provide

#8 of 14

Share testimonials from
recent customers and
clients

8.

Share your success stories. Share testimonials from recent customers and clients

Testimonials are a great way of building customer confidence. These testimonials should also be shared on all relevant sites where your business operates as this will ensure that you stay relevant within your sector and amongst your peers.

You should share your testimonials on your:

*Website *Blog *Podcast notes

But also on platforms like:

*Trustpilot *Google *Amazon *LinkedIn

to name a few.

It is imperative that you are proactive in building the trust of your potential clients and customers.

#9 of 14

Do more live videos, so that
people can see you in
realtime

9.

Do more live videos, so that people can see you in realtime

Social media livestreams are a fantastic way to build a rapport with your audience. Answer questions in realtime and address any issues your customers may have.

If you are not a visual type, you can also do things like newsletters and blog posts.

Action point

Instagram and Facebook Lives can also be uploaded on YouTube

#10 of 14

If you have exhibited at an exhibition or event, share any useful tips and tricks for other business owners

10.

If you have exhibited at an online exhibition or event, share any useful tips and tricks for other business owners

If you have recently experienced an exhibition or event, you may have a few tips that could help potential attendees. Your information could reassure and support potential customers to attend the event and visit your business.

#11 of 14

**Be patient with your
customers and clients**

11.

Share your success stories. Share testimonials from recent customers and clients

Customers are going to be understandably nervous or panicked about a global situation. So take a moment to be patient. It is not personal.

#12 of 14

As a business owner, share your personal journey, the impact it is having on your sector and how you are overcoming the issues you encounter



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12.

As a business owner, share your personal journey. The impact it is having on your sector and how you are overcoming the issues you encounter

People connect with people. This is all about the human to human experience.

Business is not just B2B or B2C but also H2H. Human to Human connection in business offers a broader and comprehensive way of connecting with your customers and building your business.

Action point

You can write regular blog posts and continue to build a relationship with your customers.

#13 of 14

Keep the doors of
communication open and
positive

13.

Keep the doors of communication open and positive

Businesses are run by individuals, be kind and keep your stakeholders informed about your developments.

Do not hide, but also be considerate about the information you share.

#14 of 14

Build a strong team and infrastructure around your business to increase industry and customer confidence



FT FINANCIAL
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**PR GURU DECLAN KELLY HIRE
URSULA BURNS TO STABILISE
THE COMPANY AND THE STOCK
MARKET**

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14.

**Build a strong team and infrastructure
around your business to increase industry
and customer confidence**

Building trust with your customers begins with attracting the right individuals to your team.

The right COO, marketing agency, public relations agency, accountant, lawyer... will open doors you could not have opened on your own.

**You can purchase
"How to successfully PR your small and growing business - EBook"
using the link below:**

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