

Communicating in a Global Pandemic

Tips, Tricks and Lessons Learned
in Providing Relevant Information
to Employees and Customers

PANDEMIC TO
POSSIBILITY

TODAY'S AGENDA

- Your COVID communications challenges
- Our COVID communications challenges
- Tips, tricks and best practices
- Q&A

Your Presenters



Lesley Farmer

Deputy Commissioner
and General Counsel
Tennessee Department of
Human Resources



Stephanie Milani



Director of Public Affairs
AAA – The Auto Club
Group



Becky Thompson

*Vice President of
Marketing and Planning
University of Tennessee
Medical Center*

**What are your biggest
COVID challenges?**



****Submit in the Chat feature****

Our COVID Challenges

- Constant changes in guidelines
- Misinformation/mixed messages
- Uncertainty



UT Medical Center  Published by Elena Griffo  · March 21 · 

We've seen posts circulating on social media with incorrect information. Please understand: UT Medical Center is not on lockdown.

For the safety of our patients and team members, local hospitals are no longer allowing visitors, with exceptions in place for certain situations. In addition, we have set up a tent outside of the Emergency Department to assess patients with respiratory symptoms, which keeps these individuals separate from others seeking care in the ED. Learn more about visitor restrictions at <http://www.utmedicalcenter.org/visitor-restrictions...>



183,719
People Reached

42,567
Engagements

Boost Unavailable

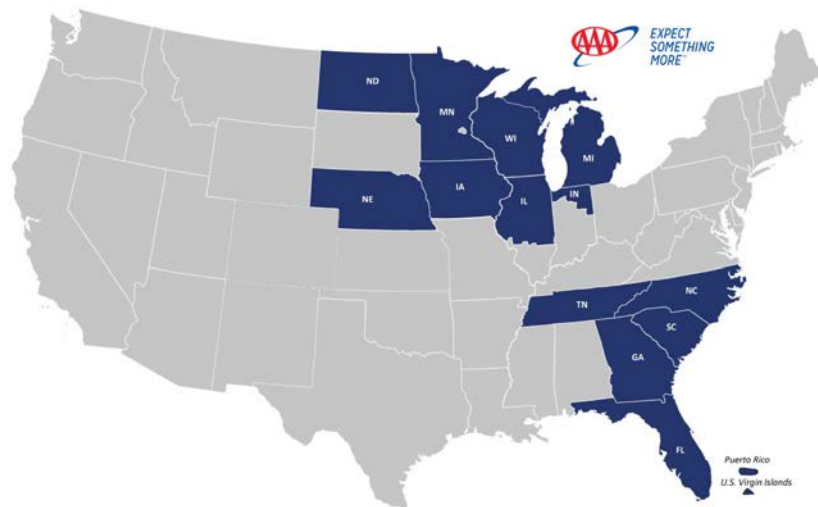
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235 Comments 2.5K Shares

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Our COVID Challenges

- Rapidly changing restrictions/advisories
- Communicating to employees in 13 states
- Effective collaboration and mentoring in work-from-home environment



19 March 2020

AAA: Tennessee Gas Price Average Falls Below \$2 per gallon

72% of TN filling stations have sub-\$2 gas prices



18 March 2020

AAA Limiting Access to Employees Only in All Tennessee Branch Offices

AAA - The Auto Club Group suspends all physical access to the general public at branch offices in Tennessee, effective Wednesday at 5:00 p.m.



16 March 2020

AAA: TN Gas Price Average Down Twelve Cents

State average likely to drop below \$2/gallon by end of the week



14 March 2020

AAA Offers Travel Advice Amid Coronavirus Concerns

AAA provides information on safety and insurance to help travelers make informed decisions

11 March 2020

AAA: Nashville Area Branches Accepting Donations to Help TN Tornado Victims



SHARE ON SOCIAL MEDIA



search site

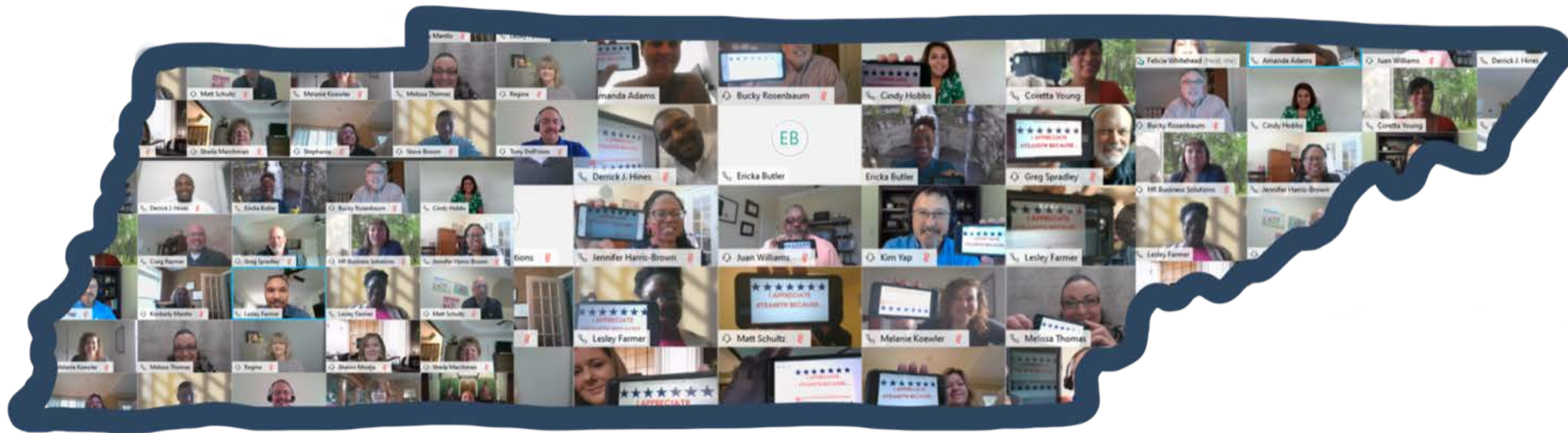
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Our COVID Challenges

- Managing constant communication changes and addressing misinformation
- Prioritizing communication at all levels
- Ensuring messages are provided clearly, consistently, and timely



Tips/Best Practices

The slide features a white background on the left and a blurred image of a crowd of people on the right. Two large, diagonal stripes, one orange and one grey, cross the image from the top right towards the bottom left. A grey arrow-like shape points from the left towards the center.

Tips/Best Practices

- Define your organization's objectives/role
- Focus on team members first
- Promote transparency
- Make communications a dialogue and be willing to be nimble
- Maintain High-touch frequency of communications
- Consider non-conventional collaborators



HOSPITAL FACEBOOK LIVE SERIES
NOVEMBER 16-19 AT 2 P.M.

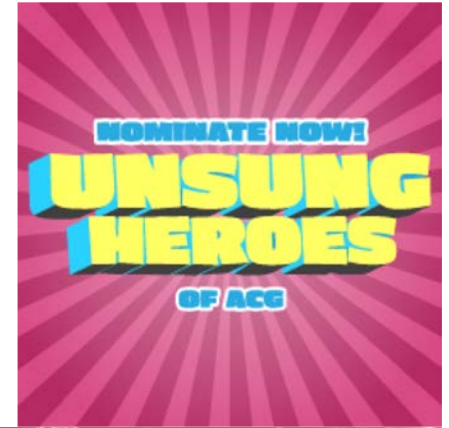
16	17	18	19
 Monday Joe Childs, M.D. Chief Medical Officer	 Tuesday Keith Gray, M.D. Chief Medical Officer	 Wednesday Frank Beuerlein, M.D. Chief Medical Officer	 Thursday Mark Browne, M.D. Chief Medical Officer
			

TUNE IN DAILY TO HEAR EXPERT ADVICE ON COVID-19

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Tips/Best Practices

- Provide reliable, proactive messaging with a consistent voice
- Promote two-way communication with employees
- Celebrate wins with employees



Chicago Fleet Team, Illinois - ERS

"Shout out to the Chicago Fleet team that is out here servicing all AAA members essential and non-essential during this pandemic."



Tips/Best Practices

- Create multiple communication channels
- Prioritize communication at all levels
and allow opportunities for feedback
- Learn to be flexible and comfortable with change
- Plan for the future



Q&A

Ask Away!



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webinar.tennessee.edu