Communicating in a Global Pandemic

Tips, Tricks and Lessons Learned in Providing Relevant Information to Employees and Customers
TODAY’S AGENDA

• Your COVID communications challenges
• Our COVID communications challenges
• Tips, tricks and best practices
• Q&A
What are your biggest COVID challenges?

*Submit in the Chat feature*
Our COVID Challenges

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

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...
Our COVID Challenges

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

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