Purposeful communication to residents, family, staff and others is critical to maintaining a calm atmosphere and to reassuring your community that your organization is prepared. Follow these key communications steps:

**STEP ONE: CREATE A COMMUNICATION PLAN**

- Your plan should:
  - Include all relevant audiences and identify how/when you will communicate with them (website, social media, email, letters, etc.)
  - Establish a spokesperson who can respond to media inquiries if needed
  - Emphasize how your setting is preparing/show that you have a plan
  - Communicate verified facts and avoid speculation and misinformation
  - Use a calm, reassuring tone
  - Be kept up to date as new information becomes available

**SAMPLE COMMUNICATIONS PLAN**

**STEP TWO: REVIEW & UTILIZE COMMUNICATION RESOURCES**

- Utilize these sample talking points, template letters and communication resources for: Residents/Tenants, Families, Staff, Visitors/Vendors, and Media.

**SAMPLE TALKING POINTS**
**SAMPLE RESIDENT LETTER**
**SAMPLE FAMILY LETTER**
**SAMPLE STAFF LETTER**
**SAMPLE VISITOR VENDOR TALKING POINTS**
**TEMPLATE PRESS RELEASE**

**STEP THREE: REVIEW YOUR COMMUNICATION POLICIES**

- Remind staff of your policies related to:
  - Media
  - Privacy
  - Social Media