

How to Communicate to Employees During Crisis

No two organizations are the same, which means COVID-19 continues to affect companies around the world in unique and challenging ways.

What every company is dealing with, however, is the challenge of *crisis communication*. Employers of all sizes are looking for ways to keep their workforces engaged and informed during highly uncertain times.

How can companies win trust and deliver strong communications now and in the future? Read on for actionable tips to keep your employees well-informed, connected and engaged.

1. Prevent information overload

Inboxes have flooded during recent weeks with coronavirus-related emails. So, when you reach out to employees via email, make sure to cut through the clutter with relevant and useful information. Consider what you can do to offer helpful resources, demonstrate care and provide encouragement. Also consider alternate communications channels. A robust [mobile communications app](#) can be especially helpful for reaching remote and deskless workers.

2. Tailor information to employee sub-groups

Each sector of your business is dealing with specific concerns during this pandemic. The challenges faced by frontline workers, for example, may be entirely different than those faced by sales. Rather than one-size-fits-all communications, create unique messages for each business group. This may sound like more work, but the payoff is huge. Plus, as you'll read in the next tip, much of this communication can be delegated to local leaders and managers.

3. Lean on managers and brand champions

Let mid-level managers handle the majority of communications. Equip them with the tools they need to reach their direct reports. When you disseminate timely information to local leaders, they can customize based on team needs. This minimizes workload for senior leadership and gives each business group a personal point of contact when new issues arise.

4. Enable two-way communication

When your employees have questions, make sure they feel comfortable reaching out to their leaders directly. When the conversation goes both ways, the workplace feels more transparent, adaptable and caring. Personable interactions like this will build morale during uncertain times.

5. Let employee questions guide your communications

Rather than guessing what your employees want to know, encourage them to lead the conversation. Host an “Ask HR” company meeting or a virtual “Town Hall” gathering where employees can voice their concerns and start the conversations they care about.

6. Help employees take self-care into their own hands

Take crisis communications one step further by equipping your workforce with the tools they need to succeed during this challenging time. Instead of just hoping for their well-being, provide them with activities, resources and education. Consider investing in a solution that aggregates these [activities and resources](#) for you. It's a worthwhile investment, as employees with higher well-being are twice as likely to be engaged in their jobs.¹

There's never been a better time to bolster your internal communications. By implementing an intentional plan, leaders and managers will help their employees stay informed, connected and engaged. Luckily, communication habits built during challenging times will positively influence your business and your people long after the current crisis subsides.

About Limeade

Limeade is an employee experience software company that helps build great places to work. Our platform unifies employee well-being, engagement and inclusion solutions with industry-leading communications capabilities. Recognized for its own award-winning culture, Limeade helps every employee know their company cares. To learn more, visit www.limeade.com.

¹ Quantum, 2013