

**Communications**

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**](https://www.leadingagemn.org/assets/docs/SAMPLE_COMMUNICATION_PLAN.docx)

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

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

[**SAMPLE TALKING POINTS**](https://www.leadingagemn.org/assets/docs/SAMPLE_TALKING_POINTS_v.2docx_.docx)

[**SAMPLE RESIDENT LETTER**](https://www.leadingagemn.org/assets/docs/SampleResidentLetter_V2.docx)

[**SAMPLE FAMILY LETTER**](https://www.leadingagemn.org/assets/docs/SampleFamilyLetter_V2.docx)

[**SAMPLE STAFF LETTER**](https://www.leadingagemn.org/assets/docs/SampleStaffLetter_V2.docx)

[**SAMPLE VISITOR VENDOR NOTICE**](https://www.leadingagemn.org/assets/docs/SampleVisitorVendorNotice_1.docx)

[**TEMPLATE PRESS RELEASE**](https://www.leadingagemn.org/assets/docs/COVID_Template_Press_Release_v.2.docx)

**STEP THREE:** REVIEW YOUR COMMUNICATION POLICIES

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