



National
Voluntary Organizations
Active in Disaster

Tips for Communicating during a Disaster



TRUST

Recognize that you are a trusted source to those in your community



CLEAR & CONCISE

Ensure your communication is easy to understand



RELATABLE

Use language your audience understands



COORDINATE

Time your messaging in relation to messaging of other agencies



SPEED

Give your audience a chance by providing early and targeted advance notice of important information



OUTREACH

Be proactive with communications, don't make the target population come to you



TARGET

Use the right channels (FB, Twitter, Email, What's App) for messaging rather than using broad mass communication



LOCAL

Engage with community leaders and grassroots organizations to spread awareness



IN-PERSON

Live events are an effective way to meet people where they are



TRY NEW IDEAS

Communications are continually evolving, be open to new ways and new platforms to connect with your target population