



## Psych.E.In. MOOC 1

### Unit 7

#### 2.2 - b Recommendations for good written communication

##### Make sure your message is clear

When communicating in an emergency,

1. **Always tell the truth:** the truth, as difficult as it may be, is always the best option when dealing with a crisis of any kind.
2. During crisis communication, **be timely.**
3. **Less is more:** Short simple communications are better than long, all-too-revealing communications.
4. **Appoint a single spokesperson** to represent the company with the media: this person provides a single point of contact and a consistent message to all communication channels.
5. **Present the information in sequence;** present the reason for the message, the supporting information, and the conclusion. **Omit unnecessary details. Provide structured information** that addresses:
  - a) who,
  - b) when,
  - c) what,
  - d) where,
  - e) why,
  - f) how.
6. **Use language** that can help to **neutralize**, providing factual data without editorials, emotions, and other extraneous data. Avoiding loaded words during a crisis can help **de escalate the issue:** e.g. “casualties” vs “dead”. **Avoid jargon**, codes, and acronyms. Use **common names** for all personnel and facilities.
7. Before releasing specific data, **ensure** that it is legal, ethical, and appropriate.
8. Speak in **sync with other related authorities.**



**Psychological  
Early  
Intervention**

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9. Keep messages **consistent across various media**.

Source: Snedaker, S. (2013). *Business continuity and disaster recovery planning for IT professionals*.  
Newnes.

Source: FEMA (2005), Effective communication, Independent Study.



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