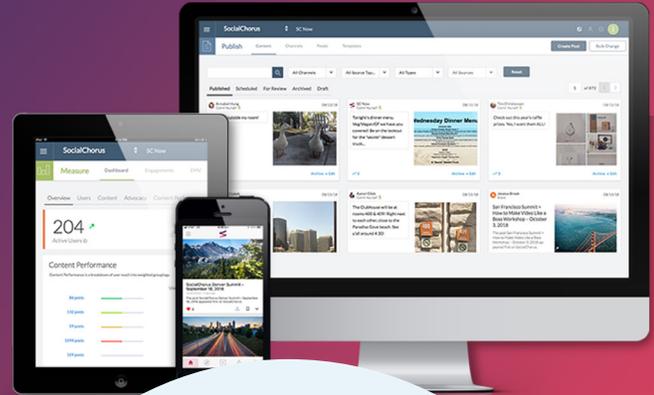




# Crisis Communications



*Avoid chaos by getting the talking points out to employees before they hear it on the news.*

In a crisis situation, rapid communication is key. Update and instruct employees about what to do and where to go from a single platform, and easily distribute those messages to every channel.

## Common Challenges

Inability to rapidly push official messages to employees

Fragmented communication for front-line employees

No way to measure receipt or impact of communication

## SocialChorus Solutions

### COMMUNICATE IN MINUTES, NOT DAYS

Give employees the talking points before they hear it in the press. Send fast, streamlined messages that grab employees' attention.

### PERSONALIZE TO DRIVE IMPACT

Send relevant messages to key segments and specific employees based on attributes like location, role, expertise, tenure and language. Get the message out on their preferred device—desktop or mobile.

### MEASURE IMPACT & RECEIPT

Track in real time who has received the message by confirming the read receipt of critical communications. Measure reach and other key metrics as you go.



LEARN MORE AT [SOCIALCHORUS.COM](https://socialchorus.com)

A REAL-WORLD EXAMPLE

# *SocialChorus Helps Crisis Communications Teams Get the Official Word Out*

A global aerospace and defense manufacturer needed a rapid communications solution when a different kind of crisis hit: Hurricane Irma.

With the majority of their production plants in the path of the hurricane, they had to communicate time-sensitive information to thousands of employees who would be directly affected.

The communications team identified which groups of employees were projected to be affected, prepared information specific to each segment, and communicated with each group in real time. As a result, employees received official company updates and remained safe, while the company minimized unnecessary risks.



*Let's Talk*

+1.844.975.2533 | [INFO@SOCIALCHORUS.COM](mailto:INFO@SOCIALCHORUS.COM) | [SOCIALCHORUS.COM](https://SOCIALCHORUS.COM)

**SocialChorus is the leading workforce communications platform that transforms how workers and organizations connect every day.**

We empower communicators to reach every worker—from the head office to the front line. Companies thrive and win when all their workers feel informed, aligned, and supported. The SocialChorus platform allows communicators to publish once and distribute everywhere—efficiently delivering critical information to the right employee at the right time.