

STAKEHOLDER	KEY CONCERN	KEY MESSAGING GOALS	COMMUNICATION CHANNELS
Clients	<ul style="list-style-type: none"> How will we survive? What business plans do we maintain/cut back? 	<ul style="list-style-type: none"> Communicate value Commit to being flexible 	<ul style="list-style-type: none"> Website Email Social Media Direct Mail
Current Employees (Internal)	<ul style="list-style-type: none"> How will this affect me? Are my job expectations the same? Whom do I contact with questions? 	<ul style="list-style-type: none"> Prioritize safety Maintain transparency Create goodwill Express understanding 	<ul style="list-style-type: none"> Website Email Intranet Text Message Social Media Direct Mail Messenger Platforms
Prospective Employees (Internal)	<ul style="list-style-type: none"> Is your company stable? How long will the recruiting process take? Do you have a long-term plan to deal with the crisis? 	<ul style="list-style-type: none"> Set clear expectations Maintain transparency Rethink onboarding 	<ul style="list-style-type: none"> Website Email Social Media GlassDoor Job Boards
Separated Employees (Internal or Contract)	<ul style="list-style-type: none"> How will I survive? Where can I find work? Will there be an opportunity to rejoin? 	<ul style="list-style-type: none"> Express empathy Offer financial/job search support Assist with redeployment where possible 	<ul style="list-style-type: none"> Website Email Phone Social Media Direct Mail
Associates (placed on assignment)	<ul style="list-style-type: none"> How will this affect me? How will this affect the company where I'm on assignment? Are my job expectations the same? Whom do I contact with questions? 	<ul style="list-style-type: none"> Prioritize safety Maintain transparency Create goodwill Express understanding 	<ul style="list-style-type: none"> Website Email Phone Social Media Direct Mail
Candidates (people looking for work)	<ul style="list-style-type: none"> Where can I find work? Are you still hiring? How long will the recruiting process take? 	<ul style="list-style-type: none"> Maintain transparency Update current openings Create goodwill Express understanding 	<ul style="list-style-type: none"> Website Email Social Media GlassDoor Job Boards
Prospective Clients	<ul style="list-style-type: none"> How will we survive? What business plans do we maintain/cut back? Is your company stable? 	<ul style="list-style-type: none"> Avoid appearing opportunistic Provide reassurance about business continuity Create goodwill 	<ul style="list-style-type: none"> Website Email Social Media Direct Mail Phone
Investors/Shareholders	<ul style="list-style-type: none"> Is your company stable? How will this affect your long-term financial health? 	<ul style="list-style-type: none"> Acknowledge short-term impact Provide reassurance about long-term value 	<ul style="list-style-type: none"> Website Email Social Media Phone
Third-Party Vendors/Suppliers	<ul style="list-style-type: none"> Is your company stable? Will we get paid? Will this affect our partnership? 	<ul style="list-style-type: none"> Maintain transparency Commit to partnership 	<ul style="list-style-type: none"> Website Email Phone
Industry Analysts/Press	<ul style="list-style-type: none"> How are you navigating the crisis? Are there any unique angles we can cover? 	<ul style="list-style-type: none"> Avoid appearing opportunistic Communicate value Provide business context 	<ul style="list-style-type: none"> Website Social Media Blog