



Communication Rhythm

	Message	Day	Purpose & format	Tips for success
<input type="checkbox"/>	Weekly team email	Weekly on Mondays	Re-focus the mind after the weekend, praise successes, share stories, riff on the org's values, recommend reading or watching	<ul style="list-style-type: none">• Make it brief but important• This doesn't take the place of your weekly tactical meeting, but serves as a resourceful and encouraging supplement to it
<input type="checkbox"/>	Bi-weekly social media update	Tuesday and Thursdays	This is about showing that you're present and still here for customers	<ul style="list-style-type: none">• They don't need to be ground breaking or even valuable• Consistency wins the game here• Show empathy towards customers, ask questions and offer advice
<input type="checkbox"/>	Customer video chats / webinars	Wednesday	With people at home, here is a chance to offer some social connection	<ul style="list-style-type: none">• Do be prepared and professional, but that doesn't mean you aren't personal, too.
<input type="checkbox"/>	Customer phone calls	Friday	Another chance to engage directly with people when they are at home and less engaged in work	<ul style="list-style-type: none">• Call just to say hi, and enquire as to how they are• Listen• Enjoy they raving about this to their friends!
<input type="checkbox"/>	Monthly all staff email	Last Tuesday of the month	Show progress on your goals, praise value-based behaviour, share feedback from customers and the community, remind of upcoming events, talk about the organisation's narrative	<ul style="list-style-type: none">• Share the voices of your team by asking them to contribute to this email• Keep it aspirational and administrative• Show the development of the organisation itself
<input type="checkbox"/>	Monthly customer email <i>(or ad-hoc)</i>	First Tuesday of the month	Make this valuable in itself, share the voices of your customers, and clearly link to your offerings	<ul style="list-style-type: none">• Keep it short and simple so that you can commit to doing it• Show something from behind the scenes

Message	Day	Purpose & format	Tips for success
<input type="checkbox"/> Monthly video or podcast	Third Tuesday of the month	In today's world, you need to go beyond text to engage, so once a month provide media that gets your personality across	<ul style="list-style-type: none"> • Don't worry about being professional, but do be personal • Show people behind the scenes • Make it relevant for both staff and customers

Communication principles

- Communication isn't just about information, it's about feeling.
- Communicating regularly, even if it is to say that you have no updates, provides a safe feeling because you staff and customers know that you are communicating regularly, and as such will trust you to share vital information when you have it.
- It is no communication – a deathly silence – that is the worst, because people don't know what to expect.

Critical Communication principles

- When you do have news to break, especially if it is bad news, share it without holding back. Holding back bad news will come to bite you later.
- When you communicate critical information, make it brief and to the point.
- Most importantly, present the information clearly. Make good use of sub-headers to signpost key information, make the sentences short and simple, with no more than three sentences for a paragraph – think BBC News.
- Clearly say that you are understanding of the difficulties of the situation.
- Clearly say what you are doing.
- Clear say when people can expect to hear from you again, and how they will hear from you.
- Clearly say what people can do to get more information and/or contact you.
- Clearly point to other resources (such as governmental) for guidance.