#DTTT Covid-19 Support

12-Week Communication Plan

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Support Tourism Impact Real People

At the #DTTT we have prepared a 12-week plan to respond to the crisis and support the industry. In times of crisis, people care little about what brands say and everything about what they actually do to make people's lives better. It is an opportunity for brands to stand out and enhance their reputation by delivering the right actions and message.

Week 1 | Start with responsible governance and an initial response statement

Ensure that you have a crisis management team in place and that everyone is aligned. All initial communications must follow best practice. Demonstrate leadership and develop a rapid response that makes clear, strong statements that address the most urgent issues.

Week 2 | Agree on a crisis strategy

Key decision-makers should develop a crisis strategy plan. Ensure everyone is aware of their responsibilities and align the crisis strategy with the organisation's overall communication strategy. This ensures a brand's reputation and values are upheld and that consistent messages are delivered across channels.

Week 3 | Carefully select content and channels

Consider your audiences and the social media channels they use and the type of content they respond to. Encourage engagement and awareness by maximising your reach. It's key to take into account the suitability of existing or scheduled content during these times.

Week 4 | Communicate advice from official bodies

Share and amplify posts from official sources to ensure the information being circulated is reliable and appropriate for visitors. This provides meaningful social media content and allows us to better understand what's going on at ground level and what the needs of customers are.

Week 5 | Assign a spokesperson who is responsible for managing the crisis

Ensure there is a central point of contact in the organisation who is communicating about the situation internally and externally and manages the expectations of all the stakeholders.

Week 6 | Engage with audiences proactively not reactively

As issues and enquiries increase during incidents, it's important to move away from reactive action. Focus on prioritising messages in real-time and processing and actioning information available in a proactive manner. Ensure that the customer's needs and well-being are always put first when engaging with audiences.

Week 7 | Regularly update Content

During a crisis, the public looks to official channels for answers. Therefore ensuring the correct and most up-to-date information is readily available on your website and on social media is crucial.

Week 8 | Monitor all responses and feedback from your audience

Create a dashboard focused on the issue, featuring coverage of trending topics, impact and sentiment by location or channel. Monitor all responses and feedback to get a feel for public opinion and sentiment.

Week 9 | Maintain transparency, visibility and compassion to boost customer confidence

Staying customer focused throughout, and demonstrating responsiveness and sensibility will increase customer confidence and keep them engaged with your destination. If there is no conclusion to the crisis in sight, it is important to stay relevant and visible to boost recovery when the crisis is over.

Week 10 | Develop a complete response plan

To ensure you are ready for the unexpected, ensure that your response plan is complete, taking into account changing circumstances and conditions.

Week 11 | Evaluate the handling of the crisis coverage

It is important to monitor and evaluate all coverage of the crisis so far and recognise trends in opinion. Observe the responses from other organisations and see where you can improve.

Week 12 | Decide on your future objectives and keep your narrative consistent

At this stage, the crisis is still ongoing and you will have key decisions to make regarding revising your budget, staff levels and staying competitive in a challenging environment. Your narrative must remain consistent and always put the customer first as you progress into the recovery phase.