



**National**  
Voluntary Organizations  
Active in Disaster

COOPERATION | COMMUNICATION | COORDINATION | COLLABORATION

**LTRG COMMUNICATION  
BEST PRACTICES**

Ratified by NVOAD Board

Recovery Tools Workshop

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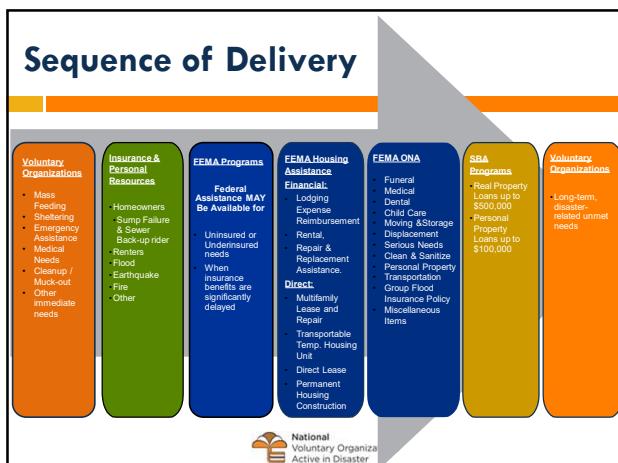
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## 7 C'S OF EFFECTIVE COMMUNICATION



- Clear
- Concise
- Consistent
- Collaborative
- Credible
- Compelling
- Creative



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## LTRG COMMUNICATION ROLES IN DISASTERS



### Roles:

- Media relations liaison
- Writer and/or editor
- Email response lead
- Phone/voicemail response lead
- Notetaker
- Social media social listening and posting



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## LTRG COMMUNICATION ROLES IN DISASTERS

### External Communications

- Media relations liaison
- Writer and/or editor
- Email response lead
- Phone/voicemail response lead
- Social media social listening and posting

### Internal Communications

- Notetaker
- Contact list



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## GETTING THE WORD OUT



- Word of mouth
- Flyers
- Local Media
- Social networking
- Website



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## WORKING WITH THE MEDIA



- Local news sources
  - Newspaper
  - Radio
  - TV



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## SOCIAL NETWORKING PLATFORMS



- Twitter
- LinkedIn
- Instagram
- Nextdoor
- Facebook
- Develop a website



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## STAYING ORGANIZED



### Internal Communications

Help to stay organized

- Work with subcommittees to coordinate communications needs
- Keep an updated contact list
- Daily check-ins



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## WHAT TO SHARE



- Community Events
- Volunteer Opportunities
- Resources Needed
- Donation Link on website
- Stories



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## WHAT NOT TO SHARE



- Client/recipient identifying information
- Amount of money raised for a particular response



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## HOW TO SHARE



- A picture is worth a thousand words!
- Tag affiliates in social media posts
- Email directly to supporters and partner orgs



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## WHEN TO SHARE



- Social media
- Board, Partners, Members



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## Q&A



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Feedback

<http://tiny.cc/nvoadrtweval>



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Thank you for your participation. For more information, contact your local leadership or National VOAD at [www.nvoad.org](http://www.nvoad.org).

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