social chorus

Reduce Risk with a **Real-Time** Crisis Communications Strategy

To keep employees safe and maintain business continuity, you need timely, targeted, and measurable communications. With so much misinformation, companies and leaders need to be reliable and credible in sharing information and answering questions. Communicating with clarity and speed, and being able to ensure the effectiveness of your reach and message, are paramount in a crisis.

Common Challenges

SocialChorus Solutions

Inability to target groups with specific messaging

BE THE SOURCE OF TRUTH

Strategic targeting to ensure the right message is reaching the right group of employees. Automated syncing of employee groups and attributes gives you the power to efficiently send direct notifications to employees' mobile devices, email, web, and any other digital channel employees use for company information.

Inability to push messages to all employees across channels

PUBLISH ONCE, REACH EVERYONE

Ease of publishing allows you to spend more time on strategically communicating. This means one-time publishing across all of your digital channels your employees use, quick targeting and personalization for each group or individual, and automatic translations.

No way to measure receipt or impact

ENSURE DELIVERY, DRIVE ACTION, & TRACK ACKNOWLEDGMENT

Be certain your message has reached them through direct employee acknowledgment buttons on each announcement.

Lack of actionable metrics across channels

MEASURE IN REAL TIME

Proper communications analytics give business the ability to be agile and respond to a fast-changing environment. Effective crisis communications depend on these insights.

American Cancer Society Manages Coronavirus Communications with SocialChorus

As Coronavirus began to affect the U.S., the American Cancer Society had to rapidly develop an effective communications strategy. With many staff members working in the field, ACS had to ensure they were sharing the same messages and operational changes to every employee in real time—while still recognizing that information and guidance could change rapidly.

ACS was able to instantly deploy a new communication channel dedicated to Coronavirus, auto-following to ensure all staff see the important updates coming from the organization. This channel can simultaneously send push notifications to mobile as well as sync directly onto their intranet homepage.
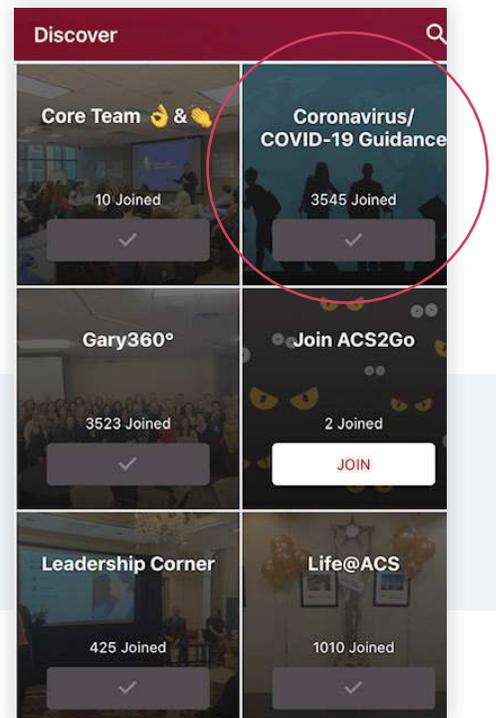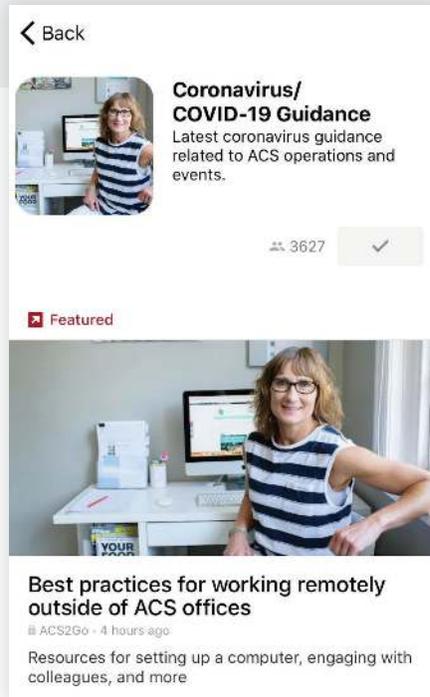
Dedicated channel reaches all employees with real-time critical company information across all devices.

Set up a Crisis Communications Center in Minutes

> **AMY SANDS HADSOCK**
> SR Director, News Channels
> American Cancer Society, Inc.

"We originally got a request from ACS leaders to create a space on our intranet and on our employee app to share coronavirus updates with staff. We anticipate having frequent updates so maintaining content in two locations and keeping it consistent just didn't make sense. That's where SocialChorus comes in! We are now pulling in a news feed on our intranet homepage featuring the coronavirus channel posts.

This approach allows us to publish content one time out to both our employee app and to our intranet homepage. It took a matter of minutes to both set up the channel on the employee app and to populate the news feed on our intranet homepage. ACS leaders are very impressed with this capability and it will save a tremendous amount of staff time."
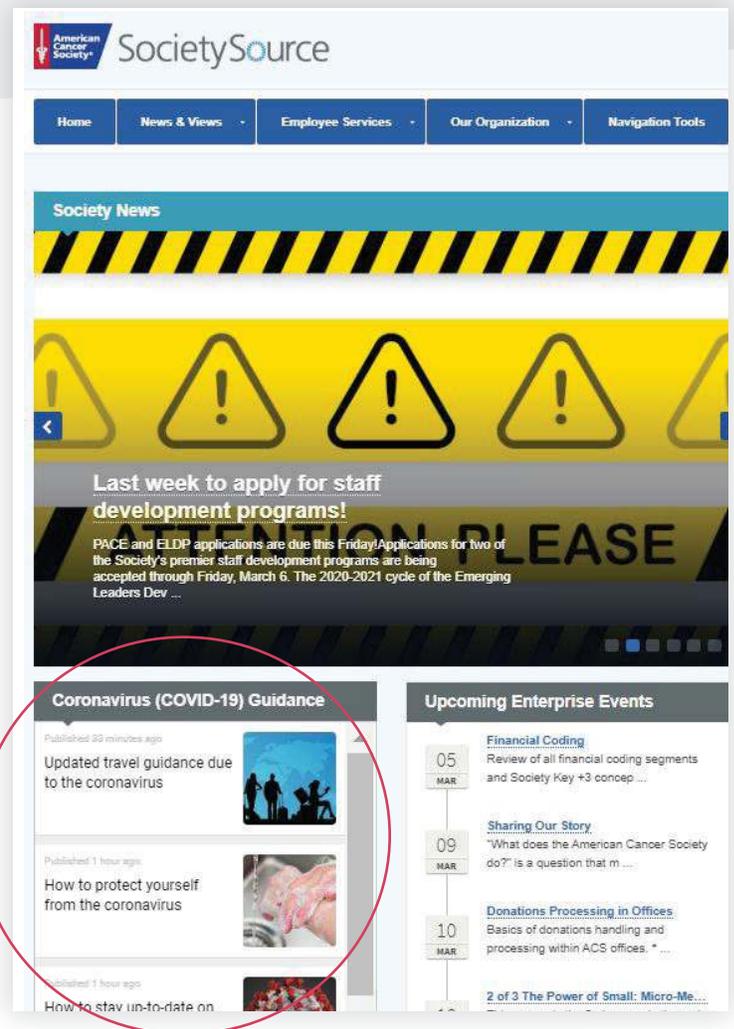
Content from SocialChorus publishes directly to the ACS intranet homepage.