

# Communication in Unprecedented Times



# The Plan

01

External Communication

- Maintaining brand integrity
- Keeping community trust
- Signal vs. Noise
- Pivot & reprioritize

02

Internal Communication

- What is lost by going remote
- Inferring meaning in messaging
- Communication as a practice

03

Deep Breathe, etc

- Pause & Breathe
- Ground in Empathy
- Work through Transparency
- Lead with Confidence

04

Lean into the Mission & Vision

- Steal this language
- Check against the brand
- Ask for help





# BURNOUT IN

## *Communications & Marketing*

According to a February 2020 survey of 7000 professionals (working in a pre-pandemic world), 74.8% of communication and marketing professionals have experienced burnout in their jobs.

[READ THE FULL SURVEY IN TEAMBLIND](#)

*Once upon a time...*





PART 01  
**External  
Communications  
When the World is  
On Fire**



MERRIAM-WEBSTER DEFINES “DUMPSTER FIRE” AS “AN UTTERLY CALAMITOUS OR MISMANAGED SITUATION OR OCCURRENCE.”



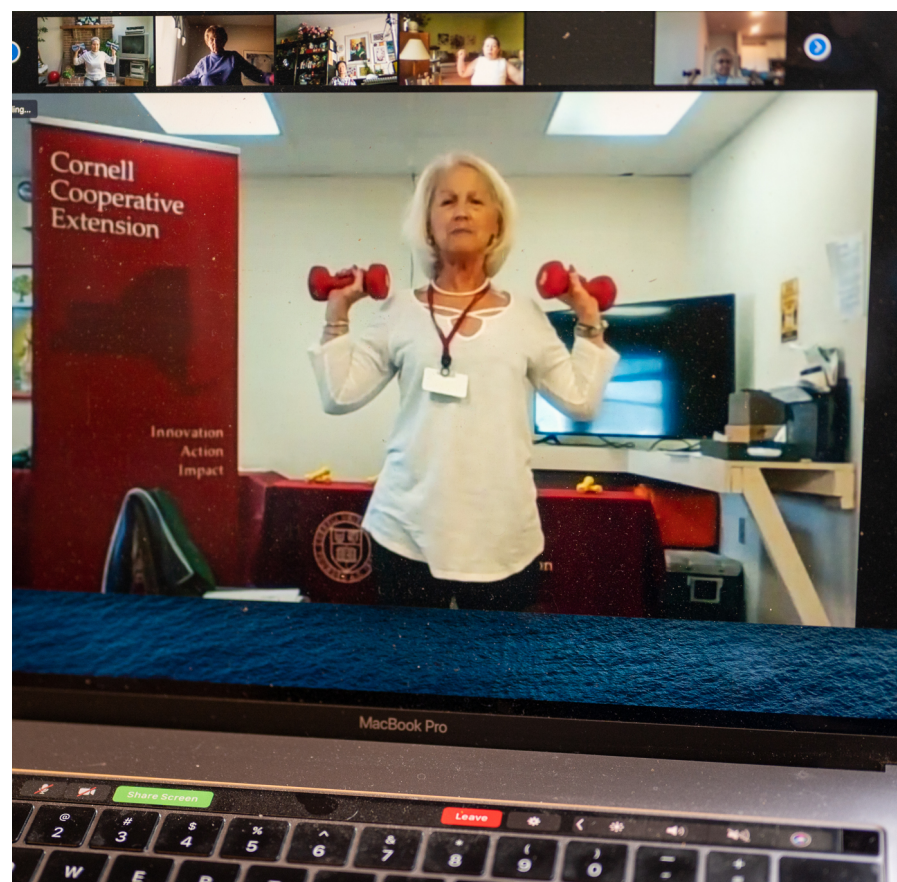
A map of New York State with its county boundaries outlined in white. The map is filled with a solid tan color. A semi-transparent white rectangular box is centered over the middle of the state, containing text.

We are all partners in ensuring the integrity  
of the Cornell Cooperative Extension brand  
across New York State.

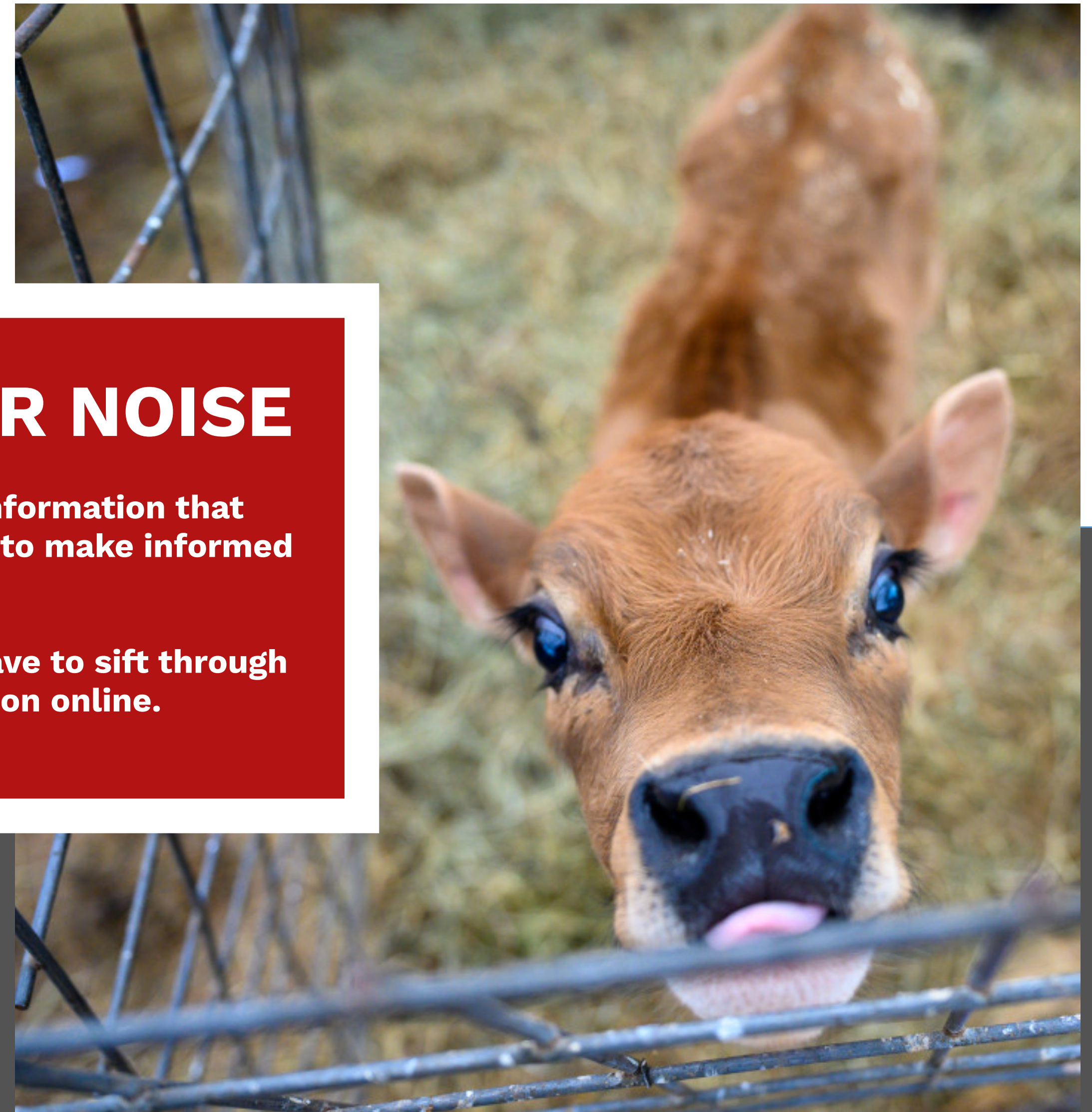


# Community Trust

Community trust is one of our greatest assets as an organization and we should leverage and protect it.







# SIGNAL OR NOISE

Signal is important information that your audience needs to make informed decisions.

Noise is what they have to sift through to find that information online.



**What's the magic  
ratio of signal vs.  
noise in your  
communications?**



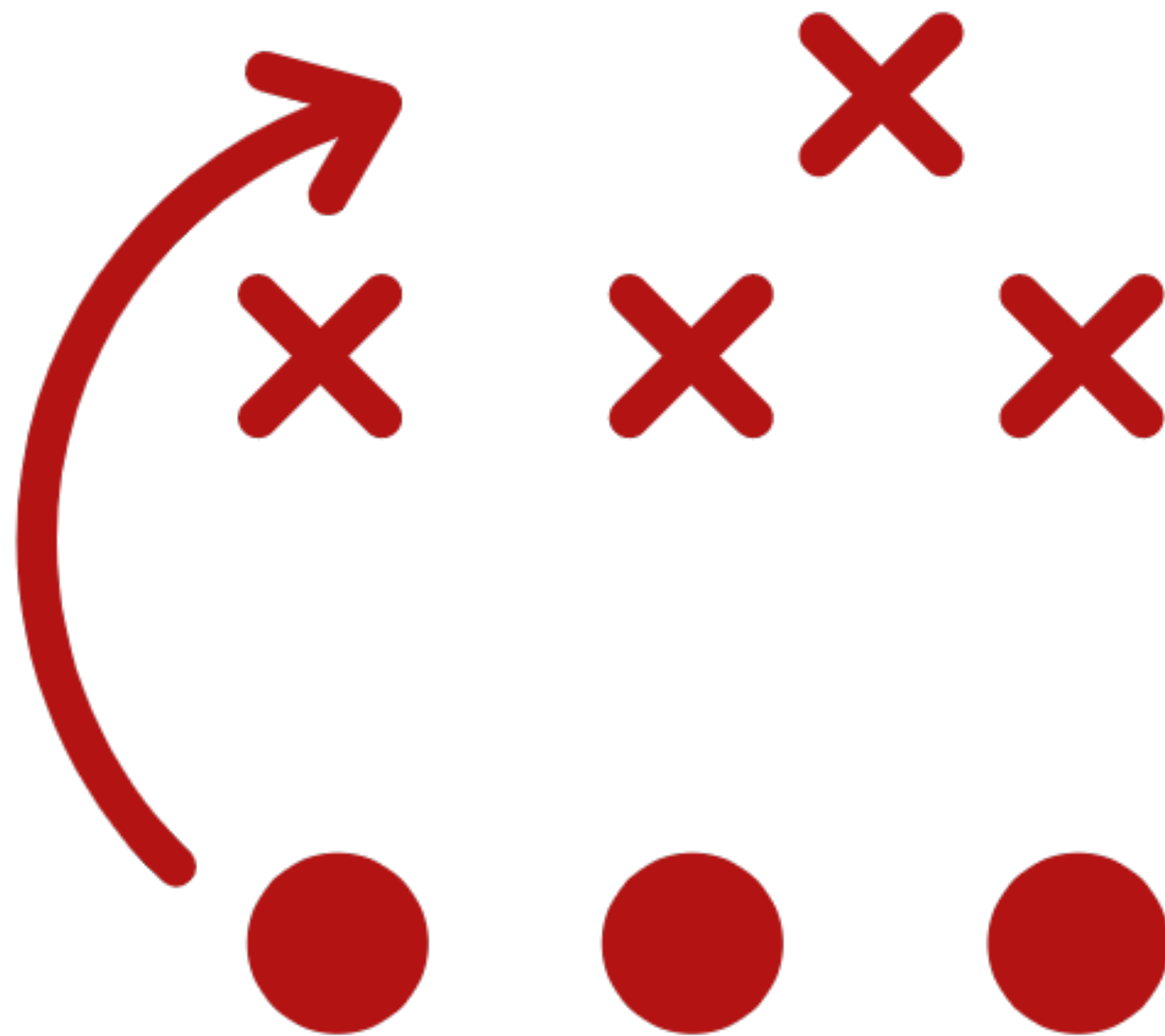
**Ethan Jacobs**

@ethanjacobslaw



OK doomscrolling is bad but have you  
SEEN the quality of the doom this  
week?

11:47 PM · 1/7/21 · [Twitter Web App](#)



Generally, during a crisis, your noise should decrease as the external temperature rises.

You may have to decide when to pause and when to pivot on marketing already in the works.



# Social Media Strategy

In response to the COVID-19 pandemic, Cornell University has implemented an updated approach to social media for Spring 2020, focusing on quality content over quantity.

## PROVIDE SOCIAL CARE

- Share important COVID updates, FAQs and resources as they emerge
- Respond to questions via comments and direct messages

## STRENGTHEN CORNELL COMMUNITY

- Amplify leadership messages and statements
- Share and develop authentic content that unites community during this transition

## INFORM DURING VIRTUAL TRANSITION

- Coordinate with Strategic Communications, HR, CTI and other university partners
- Share tips and resources that help our broad audience transition to online work

## GUIDE UNIVERSITY PARTNERS

- Maintaining open communications to Brand Ambassadors, routinely providing guidance

# PAUSE/REPRIORITIZE

## Cornell Cooperative Extension

### New York Extension Disaster Education Network

[CORONAVIRUS \(COVID-19\)](#)[ABOUT NY EDEN](#)[DISASTER EDUCATION](#)[PREPAREDNESS AND RECOVERY](#)[CORNELL COOPERATIVE EXTENSION](#)

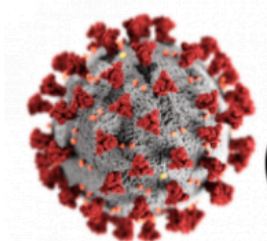
## Coronavirus Updates

### [Small Business Loans Available through the U.S. Small Business Association's Federal Disaster Loan Program](#)

The U.S. Small Business Administration's (SBA) federal disaster loan program has been approved for all counties in NYS and is available for applications. Low-interest loans for working capital are available to small businesses, small ...

[Read More >](#)

📅 [March 24, 2020](#) 📁 [COVID-19](#) 🔖 [Ag, Agribusiness](#)



## COVID-19 RESOURCE

The NY EDEN team is working hard to keep this site updated with the latest information on Coronavirus impacts in New York across our programmatic areas. Because of a rapidly evolving situation, we've created a post feed so you can see the latest news and resources we are able to share.

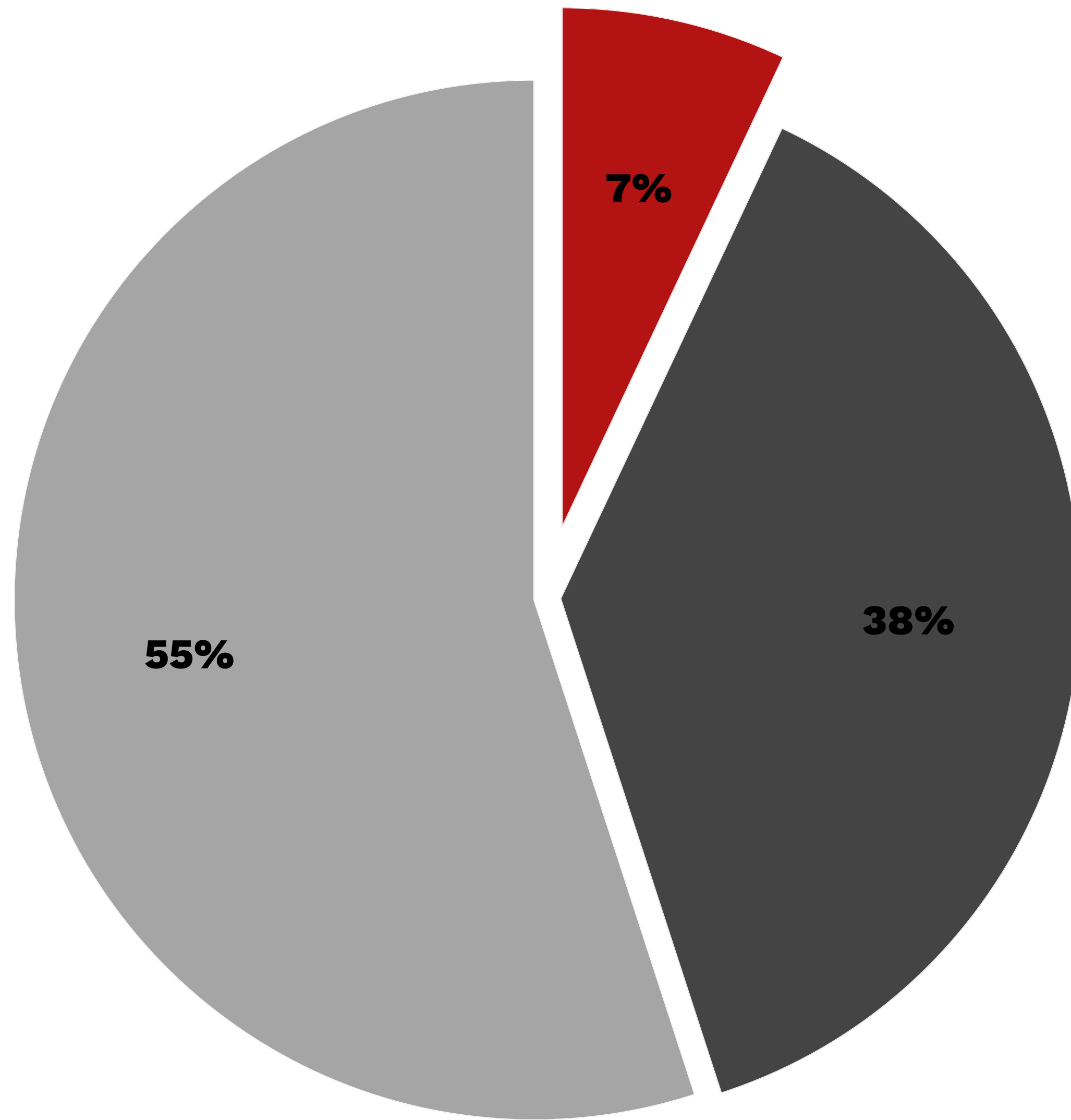


How everyone in our home is starting to look at each other

PART 02  
**Internal  
Communications  
When The Sky is  
Falling**







What we miss when we're *remote*

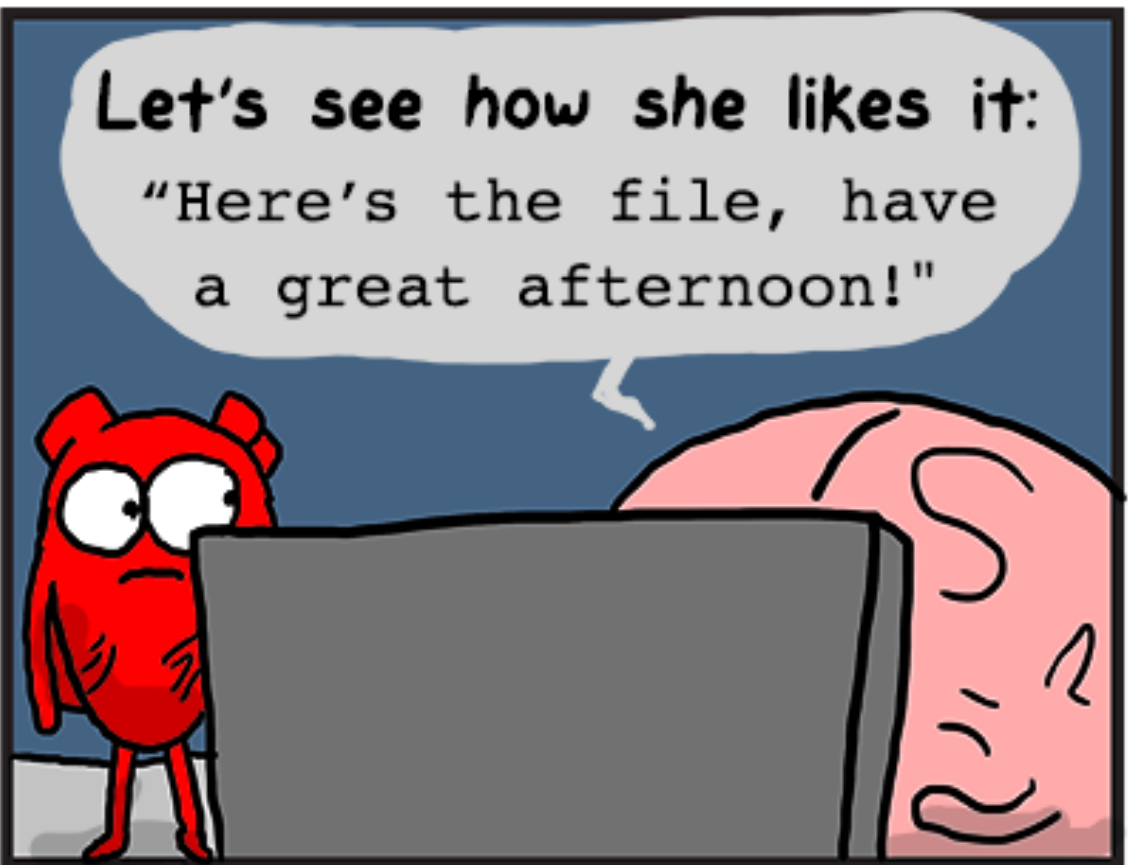
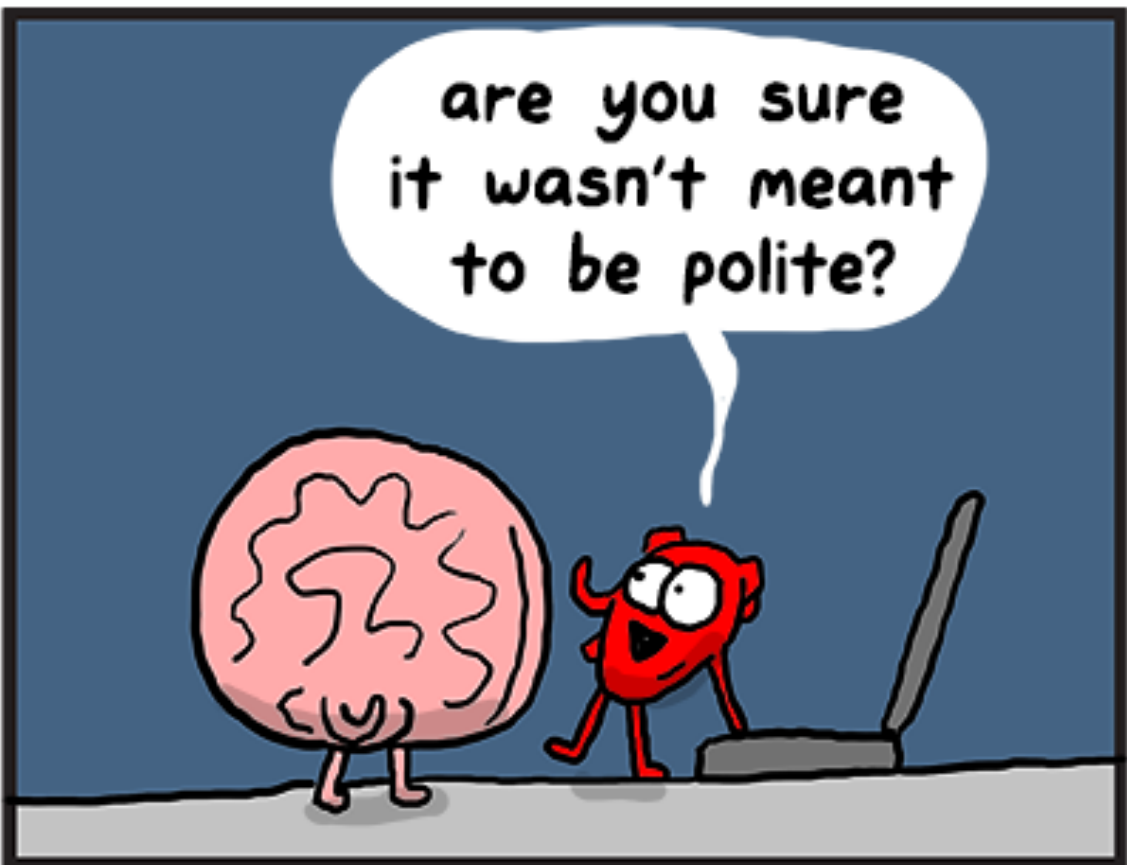
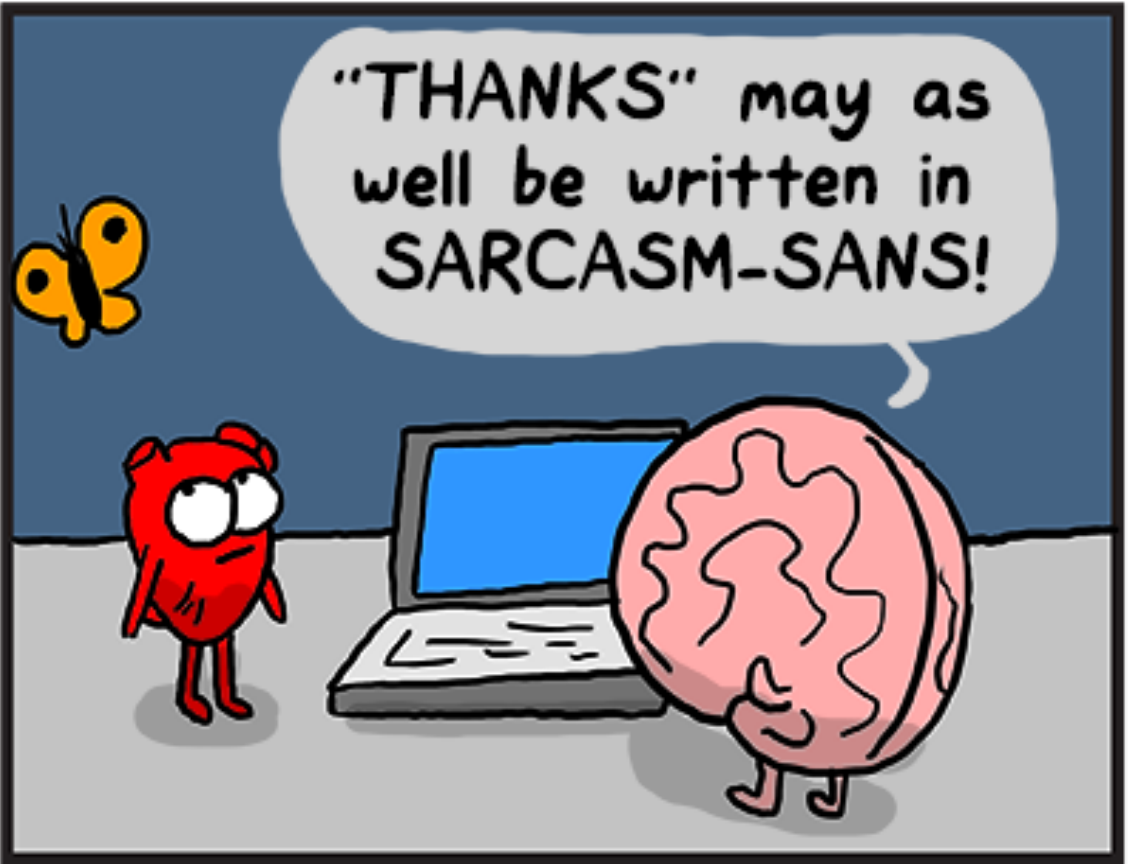
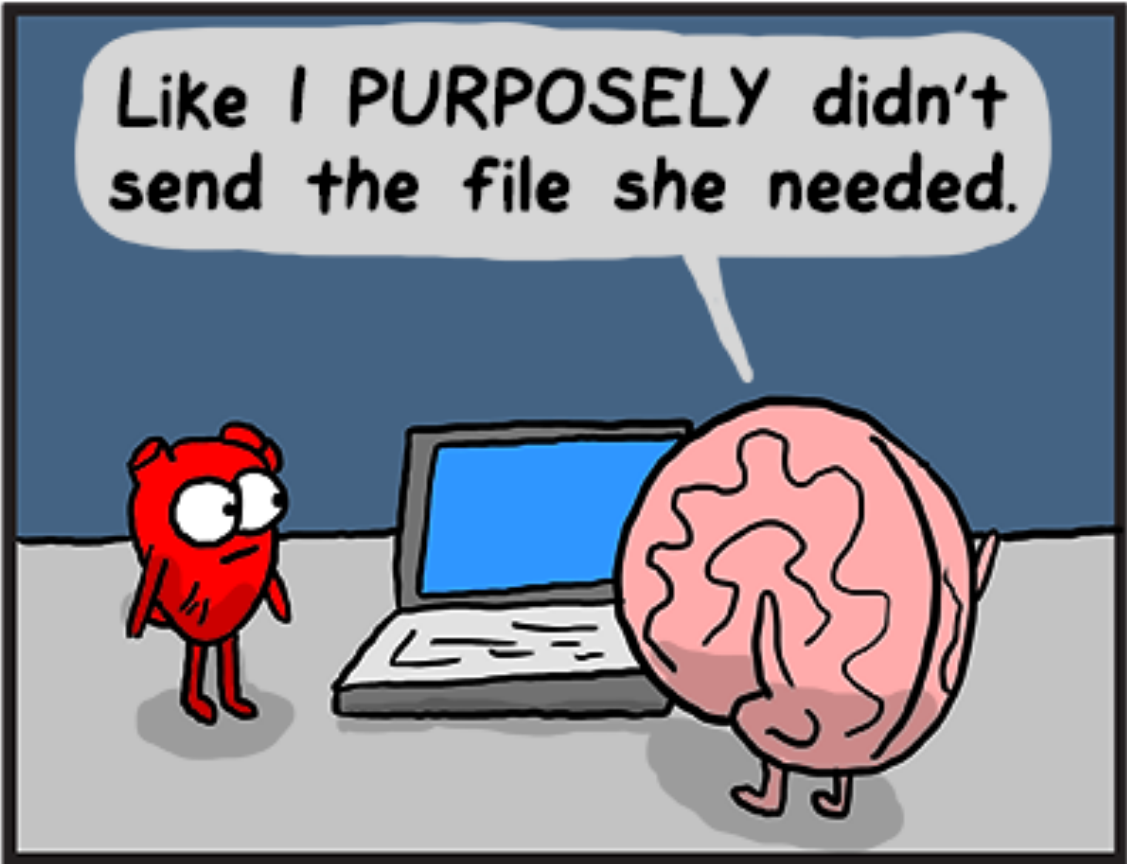
## What else is missing?

- **Context**
- **Transition**
- **Routines & Comfort**

{ 7% of communication is spoken word  
38% is tone of voice  
55% is body language

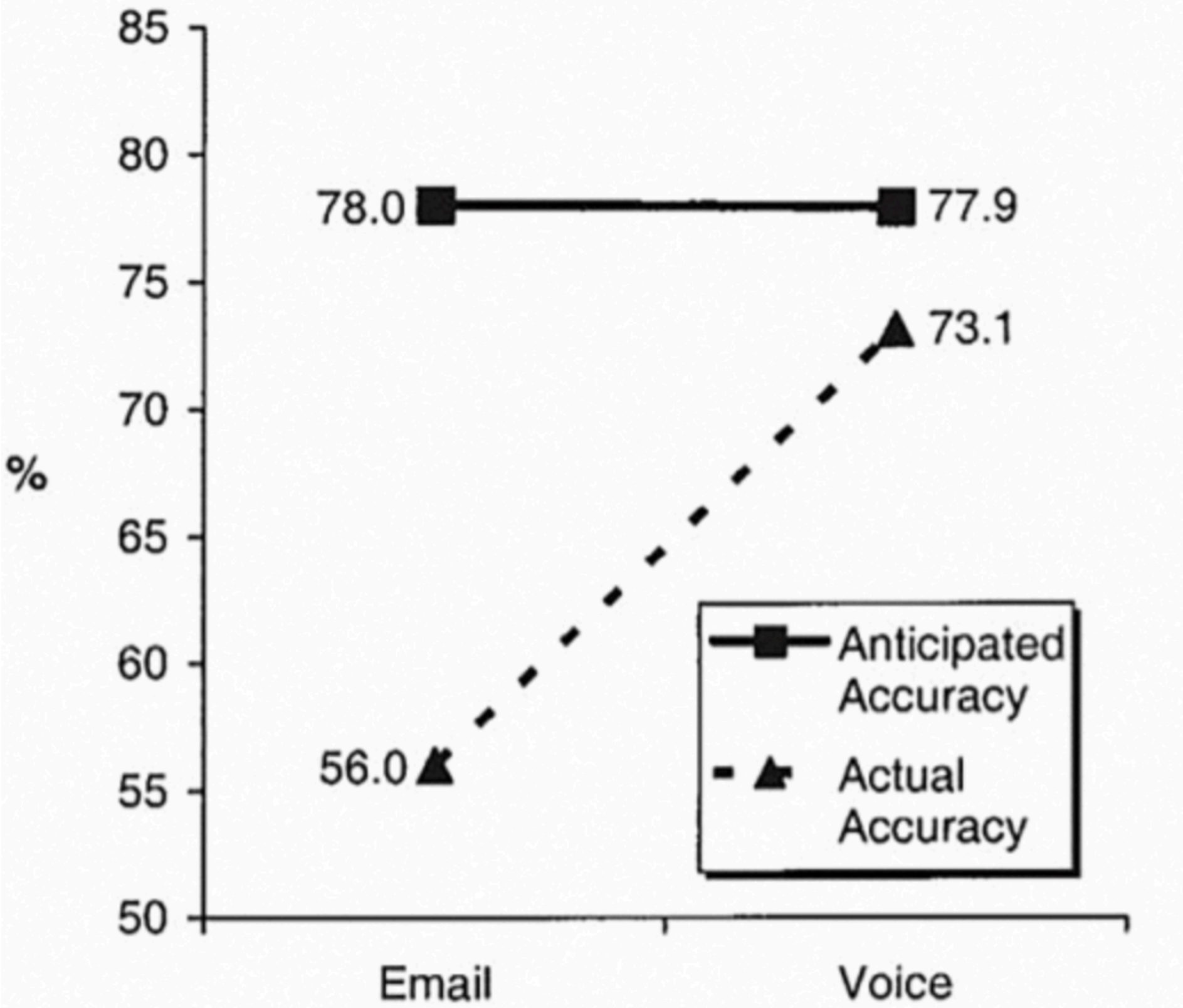
# Heart and Brain

THE  
AWKWARD YETI



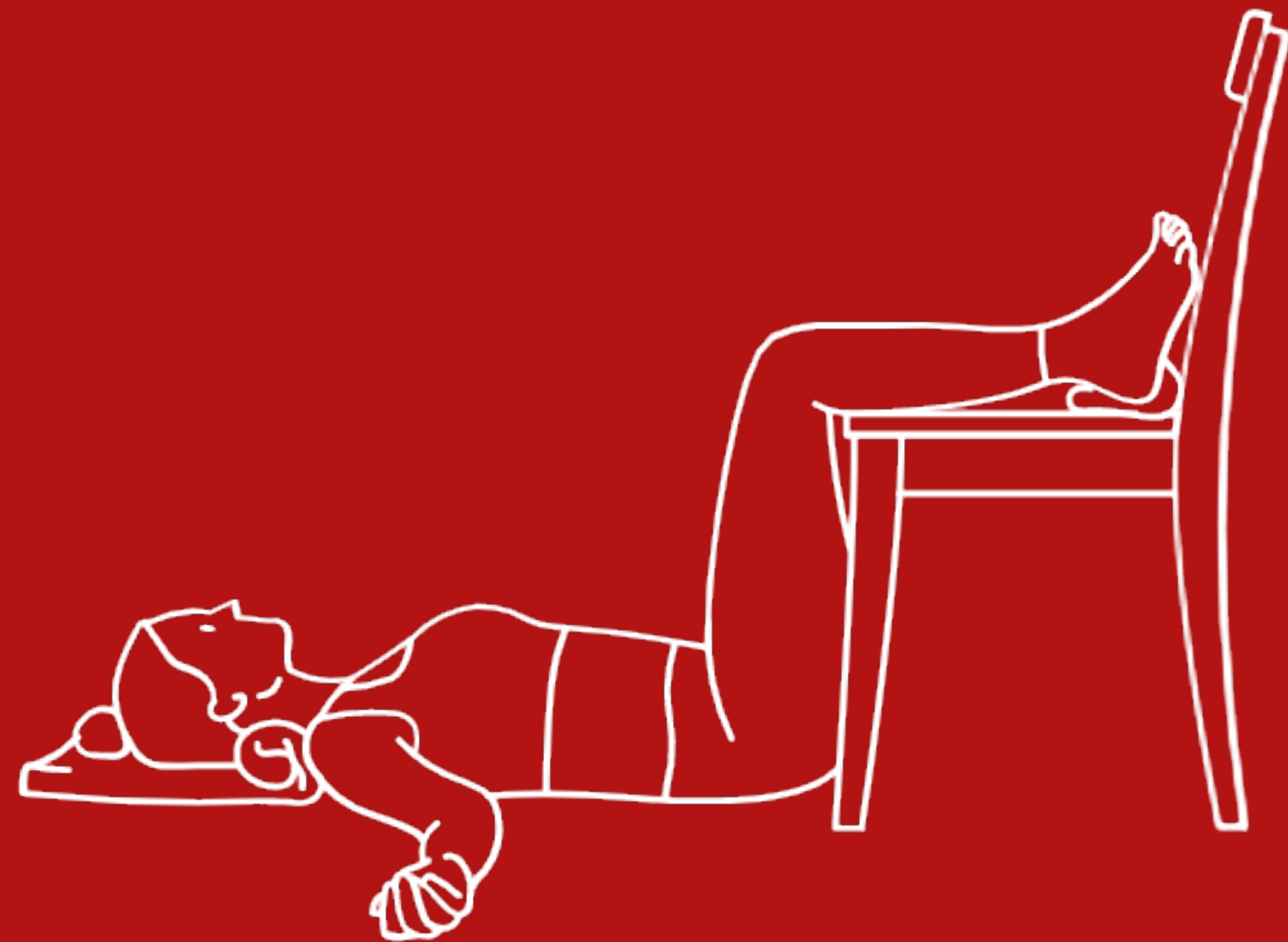
# INFERRING TONE FROM AN EMAIL?

*Don't do it!!!*



SOURCE

Internal Communication  
is a practice,  
not unlike yoga...



	<i>Yoga</i>	<i>Internal Communication</i>
<b>Complicated check-in process</b>	✓	✓
<b>Leave your ego at the door</b>	✓	✓
<b>Basically a balancing act</b>	✓	✓
<b>Just notice how you feel...</b>	✓	✓
<b>Ties you up in knots</b>	✓	✓



*Now what...*







Breathe in

# Deep Breath, etc

Take a DEEP BREATH

And then:

1. Empathy
2. Transparency
3. Confidence



## Two types of Empathy

- **Affective**
- **Cognitive\***

\*We're talking about this one

## Empathetic Organizations

- **Deal in trust**
- **Collaborate deeply**

## EMPATHY

:the action of understanding, being aware of, being sensitive to, and vicariously experiencing the feelings, thoughts, and experience of another of either the past or present without having the feelings, thoughts, and experience fully communicated in an objectively explicit manner.

Also: the capacity for this



## Embracing Transparency

- **Communicating change**
- **Updating regularly**
- **Setting expectations**

+ Transparency is unlikely to exist in organizations that lack trust...

+ Transparency requires accountability and accountability requires transparency...



**Make a list...**

- **What can you say that is true**

*Internally, transparency  
can look like boundary  
setting... being clear about  
when you're working and,  
most importantly, when  
you're not...*



**Confidence comes naturally with transparency, but should also:**

- **Impart optimism**
- **Be actionable**

**Writing with confidence:**

- **Use as few words as possible**
- **With an active voice**
- **And get specific about a few sensory details**







# Cornell Cooperative Extension

We firmly denounce the ways in which structural racism and white supremacy disproportionately and detrimentally impact the lives of Black members of our community. We also recognize the resulting racialized trauma that stifles dreams, smothers hope, and compromises our shared humanity across race...

We invite all members of the extension community to join our collective efforts to transform ourselves, our relationships, and our systems through critical self-reflection, courageous conversations, and bold actions. Our intentional efforts in doing so will lead us to a more just, healed, and thriving community for all.

—Chris Watkins, Director, Cornell Cooperative Extension



Like so many of you, I am devastated by racist violence and senseless killing of Black men and women, including those that we have heard about in recent weeks: George Floyd, Ahmaud Arbery, and Breonna Taylor. We firmly denounce the ways in which structural racism and white supremacy disproportionately and detrimentally impact the lives of Black members of our community. We also recognize the resulting racialized trauma that stifles dreams, smothers hope, and compromises our shared humanity across race.

Cornell Cooperative Extension's strong ties in diverse communities across New York State compels us to fully embody the principles of equity and inclusion in our programs, in our interactions with community members, and with each other. To this end, CCE pledges to foster a culture of belonging in our communities where all are supported and welcome to pursue their dreams and opportunities for growth without fear or apprehension.

We invite all members of the extension community to join our collective efforts to transform ourselves, our relationships, and our systems through critical self-reflection, courageous conversations, and bold actions. Our intentional efforts in doing so will lead us to a more just, healed, and thriving community for all.



Comment as Cornell ...







*It's not working...*





# About Cornell Cooperative Extension

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[HOME](#) / [CCE](#)

## Innovation. Action. Impact.

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CCE puts knowledge to work in pursuit of economic vitality, ecological sustainability and social well-being. We bring local experience and research-based solutions together, helping New York state families and communities thrive in our rapidly changing world.









## Ask yourself:

1. Is this SIGNAL or NOISE?
2. Does it further the mission of CCE?
3. Is this on brand?



**Thanks for coming!**

