

## 4. Communication during corona times

Tackling the corona crisis takes a lot of employers' organisations communication power. Focus in communication should be on providing information for the members and on supporting advocacy and lobbying efforts.

The first questions any employer asks himself when new governmental policies are announced are: 'what does this mean for us?' and 'what are we supposed to do?'.

His employers' organisations should be his first party to turn to in order to get **reliable** and **impartial** explanations. This means that the employers' organisation has to be quick at providing explanations and have its information up to date all the time.

The first thing an employers' organisations asks itself when a social of economic crisis is appearing: how can we influence the events? Advocacy and lobbying are its natural activity. The employers' organisations should be the voice of its business community. See the page on 'advocacy' on this website.

Channels for influencing are usually members of government, politicians, civil servants and (public) media (through which the general public are addressed) and stakeholders like trade unions and NGO's. People in these target groups may for different reasons be interested in your opinions, points of view and analysis. Make these as widely available as possible.

The most effective and efficient way to make the information available for the mentioned target groups is by dedicating a special section of the website to your opinions and combine this with a special digital newsletter or posts on social media like Facebook an Twitter. The opinion section may actually be a part of the 'corona information section' as mentioned under **Information for members**. Likewise it may be more efficient to make 'opinions' part of the 'corona newsletter' (see **Information for members**).

It may be helpful if your organisation has a 'face', a real person who is the main public spokesperson. ECAM, ECOP, ATE etc. are abstract entities. A person who speaks on behalf of the business community makes more impact. She or he may also be the person who's name is attributed to opinion forming articles on website and in your newsletter.

Explore some good examples from the Netherlands, Ivory Coast, the IOE and the ILO:

**Dutch** umbrella employers' organisation, general website including Corona  
webpagelink: <https://www.vno-ncw.nl/>

Employers' organisation **Ivory Coast**, general website including Corona  
webpagelink: <https://cgeci.com/>

International Organisation of Employers **IOE**, general website including Corona  
webpagelink: <http://www.ioe-emp.org/>

International Labour Organization **ILO**, general website including Corona  
webpagelink: <https://www.ilo.org/actemp/lang--en/index.htm>