

12 Points Global Alliance



These are the 12 points Global Alliance (GA- The Global Alliance for Public Relations and Communication Management) in corporate with PRTHAILAND : Thailand Public Relations Association) and APRN : ASEAN Public Relations Network) consider relevant to make a responsible communication about the coronavirus (Covid-19) and its impact on the social coexistence, the economy and, in general, all human relationships.

1. Before communicate, think about the impact of your message beyond your organization.
2. Do not hide the impact of the pandemic. Be realistic in your communications, based on facts.
3. Use straightforward, plain language to minimize dramatizing the situation.
4. Include hope in the spirit of the communications.
5. Spread good examples and practices.
6. Identify and legitimize people's emotions.
7. Give priority to messaging from official sources.
8. Avoid sharing fake news. Be critical of sources of information.
9. Don't saturate networks with messages.
10. Don't spend time criticizing public communication. Try to cooperate with them to improve.
11. Support the work of the media providing accurate information in the right moment.
12. Good humor is an antidote to crisis, as long as it is not frivolous