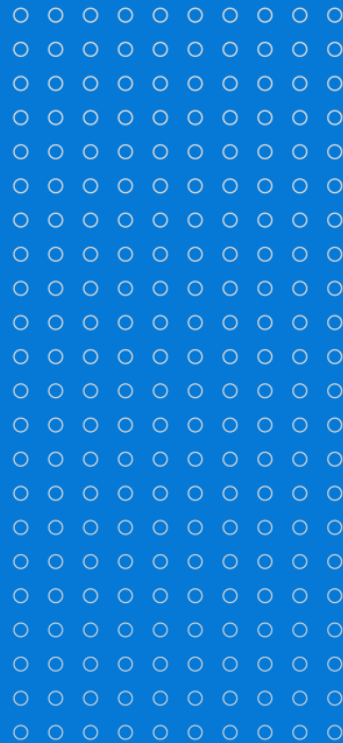


**COVID-19 Communications**

# **Walking the Messaging Tight Rope**

**Canadian Edition**

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Crafting the right message can be tricky at the best of times — add a global pandemic and new vaccines to the mix and the process can be downright terrifying. Today, many organizations must decide whether to roll out a vaccination awareness campaign for their employees, a decision few have ever had to make. To help you craft the right message and tone for your organization, we have come up with the following guidelines. Depending on the needs of your organization and company culture, you may use one or a combination of these approaches.

**Approach:** Mandatory/Hard

**Objective:** Communicate clear action employees are required to take

**What to consider:**

- Cite credible, primary sources of information, such as Health Canada, the Public Health Agency of Canada and the National Advisory Committee on Immunization
- Use statistics and other facts and figures
- Do not cite news organizations or other secondary sources of information
- Use words such as *must*, *required* and *necessary*
- Use exclamation points, bold fonts, underlining or all caps to communicate a sense of urgency — but do so judiciously
- Have a clear call to action and repeat it often and across all communications

**Example:** *Before returning to the office, you **must** provide proof of vaccination to HR.*

**Approach:** Highly Encouraging

**Objective:** This might be combined with any messages, but offers a gentler approach

**What to consider:**

- Place less emphasis on facts and figures
- When using statistics, try to pull from your own population (e.g., “45% of you have already received the vaccine!”)
- Emphasize employee testimonials and personal case studies
- Use words such as *care*, *concern*, *community* and *family*
- Consider injecting (no pun intended) some humor. **Note:** If you decide to use humor, do so sparingly and in a way that does not detract from the seriousness of the situation.

**Example:** *Give immunity a shot! Take care of yourself and your loved ones by getting vaccinated.*

**Approach:** Neutral/Impartial

**Objective:** Give the facts and let employees make their own decisions

**What to consider:**

- Cite credible, primary sources of information, such as Health Canada, the Public Health Agency of Canada and the National Advisory Committee on Immunization
- Use statistics and other facts and figures
- Do *not* cite news organizations or other secondary sources of information
- *Avoid* using words such as *must*, *mandatory*, *need*, or *necessary*
- Avoid exclamation points, bold fonts, all caps or other forms of punctuation that communicate a sense of urgency

**Example:** *“To date, Health Canada has provided authorization for four different COVID-19 vaccines:*

- *Pfizer-BioNtech COVID-19 vaccine for people 16 years of age and older*
- *Moderna COVID-19 vaccine for people 18 years of age and older*
- *AstraZeneca Covid-19 vaccine approved for people 18 years and older*
- *Janssen Covid-19 vaccine approved for people 18 years and older*

If you need additional advice creating a successful communications strategy, HUB can help. The Communication & Design (C&D) team crafts award-winning communications that make employees stand up and take notice. Our multi-channel approach ensures that your employees receive the right message, at the right time, in the right way. For more information on HUB C&D visit [www.hubinternational.com](http://www.hubinternational.com)