RepTrak™

RepTrak Insider: Reputation Lessons – COVID-19

2020 Global Context

- At a time of unexpected dislocation, the status quo is interrupted: we see the social dynamics between corporations, governments, and the public change
- Human behavior has shifted in powerful ways: consumers shop differently; people work differently; constituents have different expectations of their governing bodies.
- Despite fears and economic destabilization, there are opportunities for corporate leaders about reputation resiliency during times of crisis like the COVID-19 (coronavirus) pandemic.

Trends That Amplify Reputation During This Crisis

1. **Employee Experience is a Top Priority**
   During a typical month, workplace culture has the least influence on company reputation. Currently, it has gained significant influence and is a top concern for the general public. Our COVID-19 (coronavirus) data shows that when firms enact temporary measures to protect employee well-being, they are rewarded with positive Reputation Scores.

2. **Response to The Pandemic is a Shared Responsibility.**
   The general public believes eradicating the virus is a shared responsibility between governments and corporations. It's important now for companies to think strategically about coming together, whether to form partnerships with different organizations, and how to execute communications that will build and sustain public support.

Key Take-Aways

Communications leaders must craft responses to the pandemic with these three pillars in mind: *empathy*, *innovation*, and *credibility*.

What Communications Leaders Must Do

1. **Take Care of Vulnerable Employees**
   - Demonstrate concern for employee health *beyond* remote working options
   - CEO must lead by example to humanize and make familiar your brand and values

2. **Come Together to Problem Solve**
   - Be resourceful and move quickly, find fresh ways to adapt existing applications for new and different purposes
   - This is more than philanthropy or charity: this is removing traditional barriers to collaborate and create something net new

3. **Issue Credible Communications**
   - Monitor media mix for balance of amplification (volume) and authority (trusted source)
   - Know that standard rules don't apply: iterate, measure impact, and adjust