

# 2023 Iowa Homeland Security Conference

October 11-13, 2023

**Session Title:**

Best Practices for Communicating Effectively During a Crisis

**Speaker(s) & Professional title:**

Jackie Schmillen, Iowa National Guard, Director of Public Affairs

**Summary:**

The Iowa National Guard presentation will focus on crisis communication. We will discuss best practices in putting together proper communication responses and staying ahead of the narrative, with a focus on communicating to the public, media, and social media. Specifically, it will cover the importance of effective communication strategies in managing and coordinating resources, disseminating critical information to the public, and maintaining a unified response during a crisis. The presentation will explore key elements such as establishing a clear chain of command, utilizing various communication channels, leveraging social media, conducting regular briefings, and addressing public concerns and inquiries. It will also highlight lessons learned from previous crises and offer practical recommendations for improving crisis communication, using the National Guard's response to natural disasters like a derecho as a prime example.

**Social Media:**

Facebook-@IowaNationalGuard

Instagram-@iowanationalguard