



# f.a.c.e. messaging model<sup>©</sup>

## Facts

What can we say about the situation publicly at this time, and which is relevant to members of the public?

## Action

What is the Town doing to address the crisis?

## Context

Additional information of importance right now, including next steps, next update, information and resources, registration, donations, etc.

## Empathy

Opportunity to show your humanity, build a relationship with the community. (Thanks, condolences, sympathies, etc.)

### Need support in crisis?

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