



# COVID-19: Messaging in a Time of Crisis

## We're Here to Help

With the COVID-19 (Coronavrius) emergency ever-changing, it is of the utmost importance to communicate with members and provide necessary information via:

**Web Resources**

**Social Media**

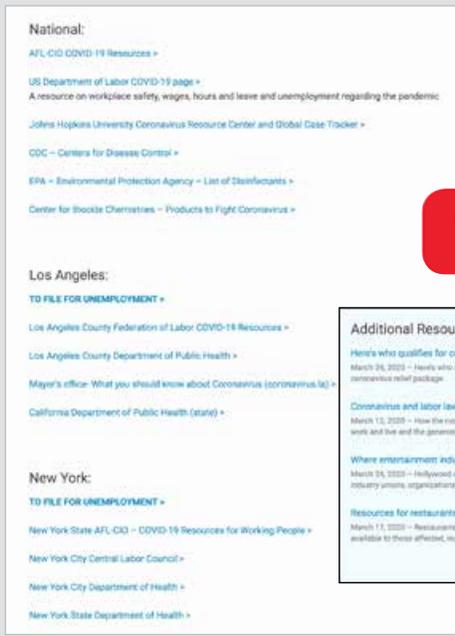
**Direct Messaging**

# WEBSITE SUPPORT

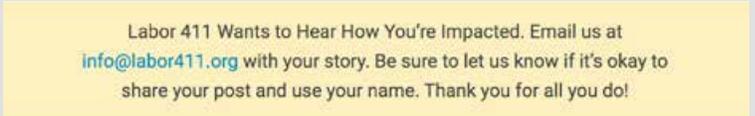
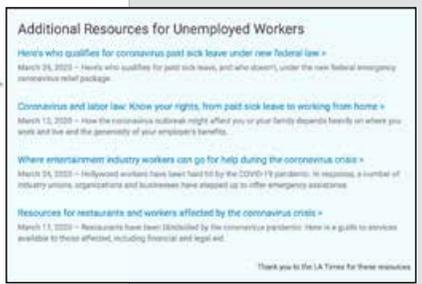
From resource pages to messages from leadership to on-the-job safety tips



Custom slides and buttons

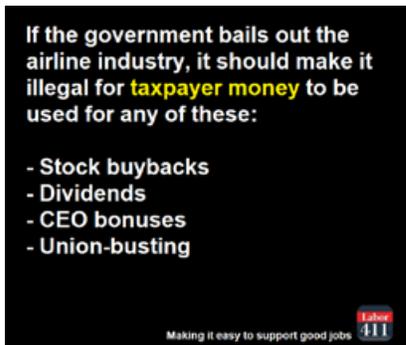


Updates from Leadership



# SOCIAL MEDIA

Our memes and news stories have been liked, shared and commented on tens of thousands of times



# TELLING MEMBERS' STORIES

Members are stepping up to do their part, and we're here to document



## In Time of Crisis, IATSE Craftspeople are the Men and Women Behind the Masks

By Evan Henerson March 27, 2020

Even with their shows closed down and many of them out of work, the wardrobe, costume and prop artists of IATSE have identified a critical need during the COVID-19 health crisis that they can help fill: masks.

No, not the kinds of items you'd wear to a fancy ball or a Halloween party. We're talking about the estimated 3.5 billion protective face masks that are going to be needed to fight the pandemic. And not just masks... hospital gowns and surgical scrubs and gowns to protect people in the medical profession who are treating COVID-19-infected patients. There's also a call for gloves, booties, Tyvek suits and all other manner of personal protective equipment (PPE).



