



Hi Shelby,

In such an unprecedented time, being thoughtful and strategic in how you communicate is critical. To help you do so, I put together my thoughts on how law firms can best communicate during this crisis in my latest blog post below.

We hope our clients, partners, friends and family stay safe and healthy.

Michelle

[READ THE POST](#)

WHAT WE'RE READING

- **Beware of Virtue Signaling or Outright Greed in Brand Communications About COVID-19** — This morning, my shampoo brand emailed me about coronavirus. They care about my health, apparently. That's why this article resonated and why you must be careful to send messages that benefit your audience — and not the other way around. *(LinkedIn)*
- **DAILY CORONAVIRUS UPDATES: Communications, Coverage and PR Best Practices** — PRNEWS created this page for everything coronavirus- and communications-related, which they will be updating with information regularly. *(PRNEWS)*
- **For Some Practices, Coronavirus Uncertainty Is Bringing a Spike in Demand** — Law firms are often considered recession-proof (although the last recession put that in question), and we're seeing a similar trend now as firms with employment, cybersecurity, health care and insurance practices are fielding a surge of inquiries. Read on for more thoughts on the impact the coronavirus is having on demand for legal services. *(The American Lawyer)*

WHAT WE'VE BEEN DOING

We are fully remote already and we work with clients who provide essential guidance during uncertain times. So, for now, we are "hunkering down" (*if you're in hurricane-prone Florida, you may want to scratch your eyeballs out at that phrase*) and continuing forward with our client work. If you need to [contact a member of our team](#), we are available 24/7 for any crisis communications needs.

CASE STUDY: MANAGING A CRISIS

We've helped clients safeguard their reputations and communicate effectively during a range of crises. Learn how we addressed these crises and helped our clients come out on top by reading the case study below.

[Learn More](#)

DISCOVER HOW WE HELPED CLIENTS
COME OUT ON TOP
THROUGH CRISIS PR.

[DOWNLOAD CASE STUDY](#)

ABOUT US:

Reputation Ink is a marketing and public relations agency focused on law firms, helping firms of all sizes build their reputations and generate new business with thought leadership marketing.

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