



# Communication Setup Guide

## For use with the Emergency Animal Response Guide & Toolkit

A simple system for organizing requests, updates, and coordination during animal emergencies

### THE SYSTEM WORKS LIKE THIS

During emergencies, communication can quickly become fragmented. Requests may come through social media, text messages, phone calls, and word of mouth—all at the same time. Without a clear system information gets lost, efforts are duplicated, and urgent situations may be missed. This guide helps create one trusted flow of information so teams can coordinate effectively. **One channel. One intake flow. One source of truth.**

### START WITH ONE CHANNEL

Use one primary communication channel for requests and updates. This could be a Facebook group or page, a WhatsApp group, OR another simple platform your team can monitor consistently. **Key principle: One channel is better than many.**

#### DEFINE WHO DOES WHAT

Assign clear roles early to avoid confusion.



##### Coordinator

- oversees communication flow
- approves key updates
- ensures requests move into the system



##### Intake / Admin Support

- monitors incoming requests
- collects missing details
- enters information into the intake form or tracking sheet



##### Field Responders

- focus on response
- provide updates back to coordinator or intake support

#### STANDARDIZE REQUEST INTAKE

Ask people to include:

- address or nearest location
- community or area
- type and number of animals
- current situation
- access details
- contact information
- photo if available

##### Example request format:

*Location:*

*Animal type / number:*

*Situation:*

*Access details:*

*Contact info:*

Structured requests are easier to act on and easier to transfer into your system.



### MOVE EVERYTHING INTO THE SYSTEM

Communication is not the tracking system. Every valid request should be entered into the intake form and then the tracking sheet. Do not rely on message threads, screenshots, OR memory. If it is not logged, it can be lost.

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## POST CLEAR PUBLIC UPDATES

Keep updates short and consistent. Clear messaging reduces confusion and duplication.

Public updates should:

- tell people where to send requests
- clarify what information is needed
- share confirmed information only
- avoid promising timelines you cannot guarantee



### EXAMPLE PUBLIC POST

#### Animal Emergency Response – [Community Name]

If you need help with animals during the emergency, please include:

- address or nearest location
- type and number of animals
- current situation
- access details
- your contact information
- photo if available

We may not be able to respond immediately to all requests. Urgent cases will be prioritized first. Please avoid duplicate posts or sending the same request in multiple places.

### PINNED POST

Welcome to the emergency animal response page. This page is being used to:

- receive requests for help
- share updates
- support coordination during the emergency

If you need help, please include:

- location
- animal type and number
- situation
- access details
- contact information

Please use this page as the primary channel for requests and updates.

## AVOID THE MOST COMMON BREAKDOWNS

- multiple communication groups for the same response
- direct messages instead of the main channel
- duplicate posts
- unverified information
- responders managing public communication in the field
- responding without logging requests

### MODERATION GUIDELINES

- monitor incoming requests regularly
- redirect incomplete posts to include required information
- remove or consolidate duplicate posts
- do not share unverified information
- escalate urgent cases to the coordinator

## NEXT STEP

Download the Animal Emergency Response Guide & Toolkit.

[borealanimalrescue.ca/resources](http://borealanimalrescue.ca/resources)

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