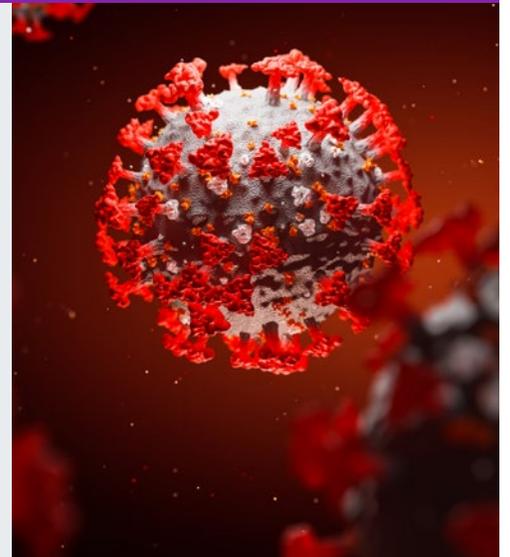


COVID-19 Messaging Checklist

Weeks 1 & 2

When the world is overwhelmed by global pandemic, and it's difficult to focus on other issues, what does your business need to say? What do you need to prepare? Here's the most up-to-date messaging and communications advice we have compiled after talking with public relations and marketing firms around the world.



Check messaging for the new reality:

Change out imagery on website and social media to reflect social distancing.

Review all automatic social media posts that were written before the emergency.

Brainstorm how to pivot and help your customers.

This is not the week for self-promotion. All messaging should convey empathy, assistance and caring.

Carefully review all ads or promotions that are running. Do they hit the right note? If not, pause or reconfigure.

Increase your social listening and industry listening.

Check that you are using proper terminology in all messages:

Use novel coronavirus, or COVID-19.

People need hope. Emergency is preferred to disaster, but storm is perhaps better, since all areas are not at the same level of emergency.

Keep employees ultra-informed:

Update shared information on company policies and procedures during this time.

Make sure information is accessible from anywhere and that employees know when it is updated.

Make sure employees know they have paid 2 weeks sick time for themselves or caring for others.

Increase your social listening and industry listening.

CEO/owner write note to all employees showing empathy and adaptability.

CEO/owner write note to families of employees who are suddenly working from home, thanking them for helping your business continue operations.

Keep customers informed.

The storm is affecting different parts of the world and the country at different times. As Asia is coming back online, Europe and the U.S. are just dampening.

Update website and social media to reflect your current status of operations.

If you sell locally, make sure your status is posted on local/regional sites, like the Chamber of Commerce.

CEO/owner should contact by phone or email your top customers to check on them (empathy) and see if you can help (assistance).

CEO/owner should email regular customers IF your status changes. This is not the time to add to the noise with lengthy emails to all.

Consider sending customers a card.

Reassure stockholders and partners.

Contact key partners and suppliers to check on them.

Prepare for a public problem.

Please note: social media platforms are not allowing comments about people catching COVID-19 at retail and businesses.

Prewrite public response (including web page or social posts if appropriate) in case your building is closed for cleaning due to a COVID-19 infection. Depending on your market, this will get press. Your goal: project empathy, reasonableness, calm, control.

Prepare public response if a key exec in your firm gets COVID-19. (This depends on your business.) Prepare a statement, a photo of the exec — ideally in action, looking strong, and a Q&A.

Appoint a single point person to speak for your firm. Then appoint a backup. Make sure both persons have the prepared information. Depending on the size of your firm, you may want to create another backup level.

Prepare for life after the storm

Do NOT stay quiet. Customers today expect to hear at some point.

Would you like to know when we update this list?

Sign up for updates:

uncork-it.com/covid-19/communication-checklist

