



Messaging: Post COVID-19 Communication

Clear, consistent communication is a critical factor in your post COVID-19 recovery plan. As the business owner, your strength and confidence will reassure your staff and customers that you are doing everything you can to keep them safe.

The first step is to create your Safety Plan under the Safety component. Then create the message you want to convey about that plan, first to your staff and then to the public. The third step will be to use all available media options to convey the message.

Use the checklist below to gather your information and use the worksheet to create the message and the plan to share it.

There may also be pivots that your business must make to survive and thrive in the “new normal”. This change in your business model will also need to be articulated and shared. See the second phase of the check list.

BUT safety messaging first. COVID-19 will also require you to listen very carefully to your staff and your customers to make sure their safety concerns are being met on an on-going basis. *Review and update your message in response to those concerns.*

TO DO	By whom	By when	Done	Action and/or Comments
PHASE 1:				
Creating Your Safety Messaging:				
Write your safety plan using the flow chart from the Safety component.				
Create a short description and talking points for:				
a. Internal use with your staff.				
b. External customer facing for the public (consider what your customer experience will now be like for those who visit your place of business).				
Use the customer version to train your staff so they understand how to convey the safety messaging.				
Identify the tools you need to convey your safety message:				
a. Signage (some will be required by the CDC/State – see Safety component links).				
b. Emails				
c. Newsletter				
d. Flyers				

Creating Your Safety Messaging:				
e. Social Media				
f. Website				
Budget time and money to create the tools.				
Contact vendors or other third-party resources to create the new materials.				
Create a calendar of check-ins to track the results of your communication to see if you need to adjust; assess staff compliance and morale; assess client/customer reactions, feedback, and compliance.				
PHASE 2:				
Creating Your Pivot Messaging:				
If you have made a pivot (or change in your business model) decide what is most important to convey to the customer most quickly (i.e. curbside pick-up, take out only, new ecommerce section of your website).				
Create the “story” of what that pivot means to the customer:				
a. Write a short version.				
b. Create talking points.				
Review it with staff for training in how to relay to public.				
Launch it using all the tools above in Phase 1.				
Review responses/results and readjust as necessary.				

This checklist is for your Post COVID-19 messaging only. We will provide a second checklist for reviewing your entire marketing plan going forward into 2021.