



STAY CONNECTED

COMMUNICATIONS RECOVERY PLAN 101



BUSINESS INFO & HOURS

Keep your customers informed of whether you are open, temporarily closed or if you have shortened hours.

Is your contact information accessible on everything?



NEW PROCEDURES

Share what safety precautions you have in place in regards to sterilization & social distancing.

Are you providing digital office hours, offering curbside pick-up, delivery or shipping?



DIGITAL VISIBILITY

Update your website & expand your social media footprint.

Are you using social media for real time updates & sharing unique content with your followers?



THINK OUTSIDE THE BOX

Embrace the opportunity to create a virtual experience for your customers.

Are you offering virtual tours, setting up virtual meetings, sharing helpful tips & tricks or providing online tutorials?



HOW ARE YOU HELPING?

Share with your customers how you are helping our community or supporting other businesses during this time.

Are you volunteering your time with a local non-profit or donating proceeds to a local charity during this challenging time?



CHECK IN

Whether you are open or closed, reach out to your regular customers and connect with your employees.

Have you checked in to see how employees are doing or reminded customers that you look forward to seeing them again soon?