

COVID-19 Communications Check List & Application

Effective communication during these unprecedented times is challenging. This checklist provides guidance and suggestions for practical application.

Protecting Your Employees and Customers
Have you described the steps you are taking to protect the health and safety of your employees and customers? Be highly detailed.

What's Changed for Your Customers
Have you described what products or services have been affected or how you've changed operationally? Be as transparent as possible.

Planning for the Short-Term & Long-Term
Are you communicating how you're adapting to the short-term challenges? Are you prepared to communicate what you'll be doing when the crisis ends? Be thinking ahead.

Resources Available
Do your customers know what resources are available to them as they navigate the new remote workplace? Ensure the resources are the most relevant and timely.

Experts Available for Commentary
Do you have company experts ready and available to answer media questions about your organization should they arise? List these experts and have them prepared.

Contributing or Giving Back
Are you contributing products or services to healthcare providers, the local community or others in need? Let stakeholders know how you're building community.

Sensitivity & Empathy
Are you displaying sensitivity in your all your marketing and employee communications? Audit all your social media calendars and your planned product launches.

SUGGESTION FOR APPLICATION

COVID-19 Information Web Page and Fact Sheet
A fast and cost-effective solution is to create a central web page or Fact Sheet where information can be shared and updated frequently. Content can include:

- ✓ Letter from CEO
- ✓ Customer FAQ
- ✓ List of Resources Available
- ✓ Info on How You're Contributing
- ✓ Key Contact Information
- ✓ List of Social Media Icons
- ✓ Additional Resources – Links to government and non-government resources or industry partners