

Crisis Marketing **RESOURCES**

A guide for managing your brand and messaging through the COVID-19 outbreak

As businesses around the community continue to feel the negative effects of the coronavirus (COVID-19) outbreak, we've created this guide to let you know that we are here to help.



These key components will help you brand your social and digital messaging during a crisis so you can maintain communication with your customers:

— General Procedures —

- Set up auto-response emails for employees who are out of the office or unavailable, but be sure to provide options for reaching someone in case of emergency.
- Offer alternate options to obtain your goods or services in case your target audience / customers are directly affected by COVID-19.
- Update your website with relevant messaging related to any change in operations.
- Update your business hours on your Google Business profile, as well as other social channels.
- Continue to communicate with your audience via email and social media as much as you can, offering updates, advice, and uplifting messaging.

Email Marketing

- Only send out an email if...
 - *Your business has event updates or cancellations*
 - *You need to get information out on how to access the services of a company remotely*
 - *Your business has high foot traffic where individuals may come into close contact with each other*
- Provide a clear subject line such as "Our Response to COVID-19."
- Adjust your brand voice and tone. Connect with your recipient by acknowledging their anxiety, but keep a calm, objective tone throughout the email.
- Focus on creating messaging around the actions you're taking to reduce the risk and spread of COVID-19.

Social Media

- Relay important health and safety information. Be sure to reinforce key messaging that is in alignment with pandemic protocols.
- Share any special benefits, offers, and/or resources with your audience.
- When posting content relevant to COVID-19 on your business's page, refrain from incorporating humor that could seem offensive to some.
- Share how your business is taking action to reduce the risk and spread of COVID-19.
- Give your audience a reason to smile — be informative when needed, but be a source of positivity and optimism for your followers.