



Text **COVID19** to **858585** to receive timely text notifications about the novel coronavirus.

- Message & data rates may apply; recurring messages; [Terms & Conditions](#) apply.

# A GUIDE FOR SENDING COVID-19 NOTIFICATIONS

As news about the novel coronavirus (COVID-19) continues to develop, it will be key to have a communication plan in place, whether you are a retailer, school, HR team, or any kind of service provider.



## **BROADCASTING YOUR COVID-19 PLANS**

In uncertain times an orderly plan and a reassuring word can go a long way to calming anxious employees and customers. Notifying everyone on staff or all of your customers about what preventative measures you may be taking – like a deep clean of the facilities on a daily basis – is a great first step.

### **YOUR PLAN OF ACTION:**

- Send an internal email to everyone on staff about your ongoing plans.
- Send a public-facing email to all customers conveying plans for your location.
- Add a post to your blog or a special message to your website.
- Disseminate your message across all social media accounts.
- Follow up any and all of these actions with an SMS alert to make sure everyone has seen it, and facilitate any questions.

## NOTIFICATIONS ABOUT UPDATED SCHEDULES AND OPERATING HOURS

The coronavirus is currently playing havoc with personal and business schedules around the world. Some offices have already implemented remote work policies, schools in certain areas have closed, and some businesses have started to curb their operating hours.

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### YOUR PLAN OF ACTION:

- Set up a custom **Keyword** so that your audience can opt in to get timely scheduling notifications, and add it to all of your communications.
- Post the latest cancellations on social media, connecting your Instagram, Twitter, and Facebook accounts to streamline updates.
- Not planning to change your hours? Or offering a special service like prepaid doorstep delivery? Let your customers know with a broadcast SMS message.
- If you're not sure how your business will be affected, [text enable your landline for free](#) so that clients can reach you easily.

Keeping your employees and customers informed on the latest developments can help strengthen your workplace and community. Just don't forget to remind them when you get back your regular schedule!

## PROVIDE EDUCATIONAL RESOURCES AND SUPPORT

Everyone should be taking safety precautions at both their home and workplace, but with things moving quickly it can be hard to stay up to date with the **latest information from the CDC** and your state and local governments. If you are in the position to help your staff, customers, or patients stay informed, consider providing reminders and tips that will assist your community.

### YOUR PLAN OF ACTION:

- Compose an email with tips and links to trusted resources, and then follow it up with a text.
- Plan a **Reminder Campaign** around key safety precautions, like those from the CDC; for instance, "Stay home when you are sick."
- Open a Facebook Group to help facilitate sharing critical information that affects your local area, neighborhood, or specific clientele.
- Create a Keyword like "SAFETY" for your audience to opt in to receive educational resources from your practice or facility.

While our understanding of COVID-19 continues to evolve, and our world changes shape daily in reaction to those understandings, it's important to remember that we all play a part in keeping our coworkers, families, and communities healthy and safe. For the latest information please visit the [CDC's coronavirus page](#).



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