

As some restrictions related to the coronavirus pandemic are lifted and businesses are able to reopen, this tip sheet is intended to help you plan and create a full set of reopening communication materials.

MESSAGING GOALS

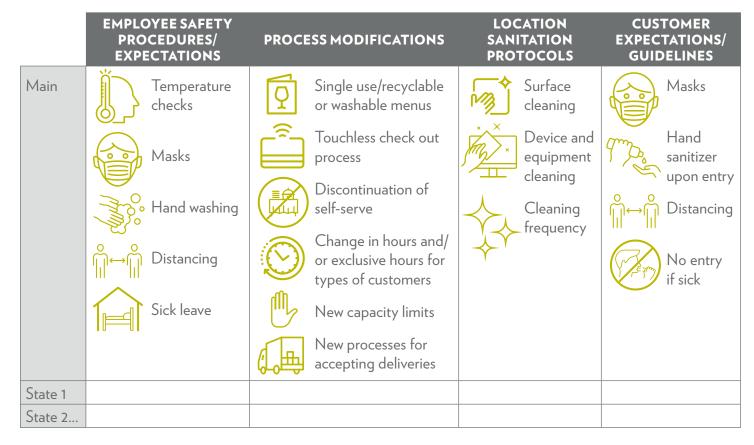
- Communication of expectations
- Putting customers, employees, and potential employees at ease

CHALLENGES

- The current situation is highly dynamic
- Conditions and regulations vary widely across the country

Scenario Planning Tool – Enabling Local Flexibility

A messaging matrix can be used to capture your main messages by topic and variations in the message by region. This can become your go-to document as you create your materials. Below are topics to consider listing across the top of your matrix. Capture your primary points (examples outlined below) in the first row and regional variations in successive rows. The structure will help you identify where you may need to create multiple versions or where you can templatize with variable text to enable local flexibility.



Reopening Materials

Use your messaging matrix as a foundation for developing the various reopening materials, identifying content needing variable fields for templatizing.

CUSTOMER COMMUNICATION

- Email
- Postcards
- Social Posts

COMMUNICATION

- Customer Protocol Communication Posters, Acrylic Sign Inserts
- Hand Washing Mirror Clings
- "Surface Sanitized" Signs
- Social Distancing Floor Decals

MANAGER/OWNER/ EMPLOYEE MATERIALS

- Procedure Guidebooks and Training Videos
- Employee Sanitation Procedure Reminder Signs
- "Now Hiring" Window Clings

Continuous Improvement

Monitor custom creative requests to identify new materials that need to be offered or updates needed to existing materials.

Simplified Marketing Systems

OUTDOOR

COMMUNICATION

Yard Signs, Banners

Customer Protocol

• "Now Open" Flutter Flags,

Communication A-frame

Signs, Window Clings

Delivery Acceptance

Protocol Signs

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