



# CHATTERKICK

## COVID-19 RELEVANCE CHECK

- Add section on home page of website with business changes
- Add a new blog if you haven't blogged since before COVID sharing what the business is doing during this time, changed procedures, hours, etc.
- Check Google Search
- Add COVID-19 Update to Google My Business
- Update hours on Google My Business
- Pin post at top of Facebook page with new hours, services, and latest update
- If hours changed, add new hours to middle of Cover Photo using Canva
- Make sure about section is up to date with new information
- Turn on instant-reply messages
- Put a plan in place to respond to ALL messages on ALL platforms
- Reprioritize social efforts to the platforms that has the most frictionless experience for your customers
- Review any scheduled content on social to make sure it's still relevant
- Make sure all upcoming content is authentic and empathetic
- Send an email out to employees, clients, customers if you have major changes
- Reimagine your marketing efforts to get innovative and embrace digital communication

NOTES