



# Business Reopening Messaging Tip Sheet

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 template with variable text to enable local flexibility.

	EMPLOYEE SAFETY PROCEDURES/ EXPECTATIONS	PROCESS MODIFICATIONS	LOCATION SANITATION PROTOCOLS	CUSTOMER EXPECTATIONS/ GUIDELINES
Main	Temperature checks Masks Hand washing Distancing Sick leave	Single use/recyclable or washable menus Touchless check out process Discontinuation of self-serve Change in hours and/or exclusive hours for types of customers New capacity limits New processes for accepting deliveries	Surface cleaning Device and equipment cleaning Cleaning frequency	Masks Hand sanitizer upon entry Distancing No entry if sick
State 1				
State 2...				

## Reopening Materials

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

### CUSTOMER COMMUNICATION

- Email
- Postcards
- Social Posts

### OUTDOOR COMMUNICATION

- “Now Open” Flutter Flags, Yard Signs, Banners
- Customer Protocol Communication A-frame Signs, Window Clings
- Delivery Acceptance Protocol Signs

### INDOOR 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.