

Coronavirus Communication Tips

In times of uncertainty communication is more important than ever. We suggest companies consider two important paths of communication and deliver information in as calm a manner possible. The first path is for employees to help alleviate their concerns; and the second path is to connect with your customers and clients. Here are some suggestions on what your messages to these audiences might address.

Employee communication:

- An overall statement that “we value the health and wellbeing of our employees and their families and are here to listen to your concerns”
- Share what the company doing to protect its employees from the virus (handwashing, sanitizing, limiting meetings, limiting in-person contact, etc.)
- Share your remote working/telecommuting options, guidelines (if available)
- Review your processes for how the company will communicate to employees in the event of a mandatory shut down
- Review your HR policies regarding sick time or leave. This may be a time to make some temporary modifications (i.e.: provide an advance on paid time off)

Client or customer communication:

- Share whether the company open for business, has modified hours operation, offers delivery or order pickup services, etc.
- Share what the company is doing to protect its customers from the virus? (handwashing, sanitizing, adding additional hand-wash stations, limiting visitors, limiting meetings, limiting in person contact, etc.)
- Share the positive fact that plants impact our health, wellness and the environment – “gardening has not been cancelled”
- Ask how the company can help its customers/clients in this time of uncertainty through service, payment terms, or other support