



Guidelines for Communicating with Employees and Customers/Clients

Companies should consider the following when communicating with employees, customers and clients about the COVID-19 pandemic.

Employee communication:

- Indicate what the company is doing to protect its employees from the virus (handwashing, sanitizing, limiting meetings, limiting in-person contact, etc.)
- What are your remote working/telecommuting options, guidelines, etc., if any are available?
- Include an overall statement saying "we value the health and wellbeing of our employees and their families and are here to listen to your concerns"
- Review the process for how the company will communicate to employees in the event of a mandatory shut down

Client/customer communication:

- Is the company open for business, reduced hours, order pickup, etc.?
- What is the company doing to protect its customers from the virus?
- Include something positive about our products and services having an impact on wellness and the environment, e.g. "gardening has not been cancelled"
- If your company is open for business, how can the company help its customers/clients in this time of uncertainty through service, terms, or other support?
- Provide a sense of calm if possible, e.g. we will get through this together