Move your business from offline to online

❏ In communication, highlight the impact of the COVID-19 outbreak on your business.

❏ Check how the law allows you to run your business. Keep an eye on economic forecasts.

❏ Evaluate whether you can fix the situation with deliveries/takeaways/giveaways (while maintaining safety standards).

❏ Double-check content calendars with your team or your clients (or both). Be sure that no posts might be interpreted as offensive or inappropriate.

❏ Be prepared for more intensive customer service. Be sure that your team knows the procedures and that response times are short.

❏ Focus on the benefits of staying in touch and interacting, while working on the engagement and reach of your communication. This will pay off in the future and yet shouldn't be annoying now.

❏ Move away from complaints - even if you have every reason to do so. Stay professional.

❏ Market to loyal members while trying to involve new ones too.

❏ Customize your communication and make it as personal as can be.

❏ Get to know your audience better and test things out on social media. No matter how it sounds, this really is a great time to start building your brand, but be extremely careful not to offend when taking these steps.

❏ Create a social media strategy or at least a set of tactics to follow.

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