

5 Types of Critical Content to Share During the COVID-19 Pandemic



Business updates

Hours and changes in how you're serving your customers (curbside pickup, online ordering availability, etc)



Safety measures

Share how you're keeping your team and your customers safe, and how they can do the same.



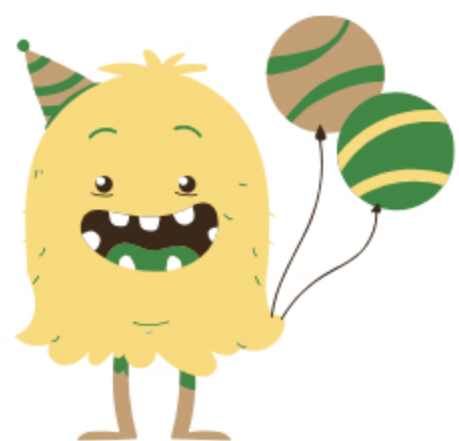
Cost-savings tips

Every customer is worried about saving money right now. Provide tips, such as lean strategies, extending the life of tooling or optimizing inventory.



Tips for adapting to new work life

Share your own experiences - wins and lessons learned - with working in new ways, including remote work.



Spirit-lifting content

Share stories in your company, customers' businesses and community about how people are helping people in these tough times.