



COVID-19 Comprehensive Crisis Communication Guide

CHECKLIST

GENERAL



- ☐ Update your employees' contact information and emergency contact details in your phone.
- ☐ Follow the Centers for Disease Control (CDC) [guidelines](#) for businesses.
- ☐ Review and adhere to CDC and local health department guidelines.
- ☐ Notify Neighborly corporate via your Franchise Business Coach and Director of Communication and PR Kimberly Denman (Kimberly.denman@nbly.com).

INTERNAL COMMUNICATIONS



- ☐ Stop the spread of misinformation by communicating clearly with your team as soon as possible.
- ☐ Take steps to keep employees calm and stress levels low.
- ☐ Monitor your team for [symptoms](#) and take [precautions](#).
- ☐ Respect self-isolation guidelines and check in with your self-isolated employees.
- ☐ Deep clean and sanitize the office, vehicles and equipment if exposed.

EXTERNAL COMMUNICATIONS



- ☐ Identify customers who may have had contact with infected person.
- ☐ Notify customers who may have had contact with infected person. The CDC will be contacting customers so better if you contact them first.
- ☐ Tell customers to contact the CDC or local health department if they have any questions.
- ☐ Alert existing customers if you are temporarily closing or need to reschedule appointments.

LOCAL NEWS



- ☐ Do not reach out to local media, but if you are contacted by the media, follow this checklist.
- ☐ Notify Neighborly Director of Communication and PR Kimberly Denman (Kimberly.denman@nbly.com) if contacted by the media.
- ☐ Never disclose information about the person infected.
- ☐ Identify one person to be the spokesperson for media.
- ☐ Become familiar with the approved responses.
- ☐ Review [crisis communication best practices](#) and work with Neighborly Communications team for interview coaching as needed.

SOCIAL MEDIA



- ☐ Identify the point person on your team for monitoring your business' social media.
- ☐ Do not post or share information about infected individual on social media channels.
- ☐ Utilize the temporarily closed social statements provided.
- ☐ Check messages, comments or reviews promptly and respond as needed.
- ☐ Reach out to the corporate team for help with responses as needed.