COVID-19 (Coronavirus)

Multi-channel communication for a pandemic
Here are some resources that you can share with employees and include in an event page where employees can check back for updates, learn about prevention tips, or respond to admins with concerns, information, or questions.

Helpful resources with ongoing updates and tips for your organization:

- World Health Organization Daily Updates
- World Health Organization Travel Advice
- World Health Organization Workplace Tips
- World Health Organization Situation Reports

Prevention tips to share with your employees:

- Wash your hands frequently and sanitize your workplace.
- Maintain at least 6 feet distance between yourself and others.
- Avoid touching your eyes, nose, and mouth.
- Ensure you and others are covering their mouth and nose when coughing or sneezing.
- If you have a fever, cough, and difficulty breathing, stay home and contact your medical provider.

*We sourced these tips from the World Health Organization.*
When preparing to communicate during a pandemic, you should consider the different types of events that occur throughout the duration of the outbreak and what you will need to convey to your audience during each of these scenarios.

The templates in this document will help you craft messaging for the following phases:

- **Risk Updates/Tips**: Proactively warn your people about impacted areas, new diagnoses, and tips for prevention to raise awareness and preparation.
- **Office Closure**: Keep your people up to date about any office or job site closures.
- **Travel Restrictions**: As the impacted regions continue to rise, travel restrictions are likely to follow. Ensure that employees who are in an impacted region or might be traveling to one check all restrictions and advisories prior to travel.
- **Wellness Check**: Check in with your people who might be in impacted regions to assess any support or advice that might be needed.
- **All Clear**: Let your people know that the pandemic is contained, the office is open, and any additional information they need to know about returning to work or resuming business travel.

![Man working on a laptop and a tablet, possibly indicating the use of digital communication tools during a pandemic.]
Once you know the types of events you need to prepare for, you should decide which channels you want to utilize to deliver your messages.

It’s important to tailor your message to different communication channels to ensure that you reach the right people, in the right way, and at the right time. Here are a few best practices that you should keep in mind when crafting messaging for different channels:

- **Text messages** should be kept brief, preferably less than 160 characters, and are best used for time sensitive, urgent matters. When you want to communicate more details with a text message, directing your people to an event page for further updates helps keep the messages short while still keeping your people informed.

- **Emails** can convey longer messages to your audience and are best used when you need to go into more detail about less time-sensitive matters.

- **Voice calls** can be used when you want to urgently convey a short and simple message to all members of your audience via their provided telephone number, even if their phone isn’t capable of receiving text messages.

- **Mobile app pushes** should be very short messages, around twenty words. These should be used when you’d like to notify your audience and allow them to communicate with you further by utilizing the mobile app.

- **Event Pages** are a resource you can use with any of the above channels to keep your people up-to-date during ongoing events. Using an event page allows you to provide more details and resources to your people and reserve notifications for more urgent updates. Learn more about event pages [here](#).
RISK UPDATES/TIPS

Prepare your people and minimize loss for your company by proactively communicating about the growing pandemic and prevention tips early on. These early messages should let your people know there is a potential for office closures as the impacted regions grow and that they should prepare for this possibility.

Text Message:

**TIP:** Create an event page from the notification panel and include the link in all your communications.

**UPDATE:** The World Health Organization raised its Coronavirus risk assessment to very high. If you are in impacted areas, please see prevention tips and updates: http://bit.ly/2wkKQiQ

**URGENT:** Reports of Coronavirus diagnoses in the area are growing. Stay home and call your medical provider if you are experiencing symptoms: coughing, sneezing, difficulty breathing.

**TIPS:** Coronavirus diagnoses are on the rise. Please ensure you and your family practice these prevention tips: wash hands, 6 ft distance between yourself and others. Call your medical provider if you experience coughing, sneezing, and difficulty breathing.

Email:

**Subject:** IMPORTANT: Coronavirus updates and safety tips

This is a [company name] company-wide notification.

The World Health Organization raised its COVID-19 (Coronavirus) risk assessment to very high. If you are in impacted areas, please follow prevention tips and daily updates here: http://bit.ly/2wkKQiQ

Prevention tips:
- Wash your hands frequently and sanitize your workplace.
- Maintain at least 6 feet distance between yourself and others.
- Avoid touching your eyes, nose, and mouth.
- Ensure you and others are covering their mouth and nose when coughing or sneezing.
- If you have a fever, cough, and difficulty breathing, stay home and call your medical provider.

Please contact your supervisor about any questions or concerns you have. You can also reply to this email or call [CONTACT NAME AND PHONE] with any questions and concerns.
Phone:

[Company Name] Employees: The World Health Organization raised its Coronavirus risk assessment to very high. If you are in impacted areas, please see prevention tips and daily updates from their website.

[Company Name] Employees: Reports of Coronavirus diagnoses in the area are growing. Stay home and call your medical provider if you are experiencing symptoms: coughing, sneezing, difficulty breathing.

[Company Name] Employees: Coronavirus diagnoses are on the rise. Please ensure you and your family practice these prevention tips: wash hands, 6 ft distance between yourself and others. Call your medical provider if you experience coughing, sneezing, and difficulty breathing.

App Push:

UPDATE: The World Health Organization raised its Coronavirus risk assessment to very high. If you are in impacted areas, please see prevention tips and updates: http://bit.ly/2wkKQiQ

URGENT: Reports of Coronavirus diagnoses in the area are growing. Stay home and call your medical provider if you are experiencing symptoms: coughing, sneezing, difficulty breathing.

TIPS: Coronavirus diagnoses are on the rise. Please ensure you and your family practice these prevention tips: wash hands, 6 ft distance between yourself and others. Call your medical provider if you experience coughing, sneezing, and difficulty breathing.
OFFICE CLOSURE

A growing pandemic and increased risk in crowded areas like public transportation will often make office closures necessary. Keep your people updated about office closures to prevent any unnecessary travel.

Text Message:

OFFICE CLOSURE: the [location] office will be closed until [day/date] due to growing concerns around the Coronavirus. Please contact [safety coordinator name] with any questions. For the latest updates, visit [LINK TO EVENT PAGE]

Email:

Subject: Office Closure: [location] closed beginning [date]

This is a [company name] company-wide notification.

The [location] office will be closed until [day/date] due to the growing concerns around the Coronavirus. Please contact [safety coordinator name] with any questions or concerns.

Please practice these precautionary measures to keep you and your family safe. You can find helpful tips for prevention and daily updates on the World Health Organization’s website here: http://bit.ly/2wkKQiQ

We will update you [FREQUENCY] on the status of the office closure. For company-related updates, visit [LINK TO EVENT PAGE]

Phone:

[Company Name] Employees: The [location] office will be closed until [day/date] due to growing concerns around the Coronavirus. Please contact [safety coordinator name] with any questions.

App Push:

OFFICE CLOSURE: the [location] office will be closed until [day/date] due to growing concerns around the Coronavirus. Please contact [safety coordinator name] with any questions. For the latest updates, visit [LINK TO EVENT PAGE]
TRAVEL RESTRICTIONS

As the impacted regions continue to rise, travel restrictions are likely to follow. Ensure that employees who are in an impacted region or might be traveling to one check all restrictions and advisories prior to travel. Reach out to create awareness, provide travel tips, and encourage that they confirm with their supervisors before continuing any travel plans.

Text Message:

**TRAVEL:** Restrictions due to the status of Coronavirus in [region] should be reviewed before any planned travel for work. If you need support, please respond to this message.

**UPDATE:** Travel restrictions/advisories related to Coronavirus were updated. Consult with your supervisor before any planned travel for work and see advice here: http://bit.ly/2VyUZ65

Email:

**Subject:** IMPORTANT: Planned Work Travel Safety

IMPORTANT: Travel Restrictions due to the status of Coronavirus in [region] should be reviewed before any planned travel for work. Consult with your supervisor and check advice here: http://bit.ly/2VyUZ65

For company-related updates, visit [LINK TO EVENT PAGE]

If you need support, please respond to this message.

Phone:

[Company] Employees: Travel restrictions and advisories related to Coronavirus were updated. Consult with your supervisor before any planned travel for work.

App Push:

**TRAVEL:** Restrictions due to the status of Coronavirus in [region] should be reviewed before any planned travel for work. If you need support, please respond to this message.

**UPDATE:** Travel restrictions/advisories related to Coronavirus were updated. Consult with your supervisor before any planned travel for work and see advice here: http://bit.ly/2VyUZ65
WELLNESS CHECK

Utilize the survey function to assess which employees are impacted by rapidly changing events.

Text Message: (Survey)

[Company] Safety Status Check. [LOCATION] has just reported a case of Coronavirus. Have you or a close relative been to [LOCATION] within the past 14 days? Reply with status:
- Yes, but I currently feel fine
- Yes, and I feel sick
- No

Email:

Subject: COVID-19 Safety Status Check

[Company] Safety Status Check. [LOCATION] has just reported a case of Coronavirus. Have you or a close relative been to [LOCATION] within the past 14 days? Reply with status:

Phone:

[Company] Safety Status Check. [LOCATION] has just reported a case of Coronavirus. Have you or a close relative been to [LOCATION] within the past 14 days? Reply with status:

App Push:

[Company] Safety Status Check. [LOCATION] has just reported a case of Coronavirus. Have you or a close relative been to [LOCATION] within the past 14 days? Reply with status:
ALL CLEAR

Let your people know that the pandemic is contained, the office is open, and any additional information they need to know about returning to work or resuming business travel.

Text Message:

**UPDATE:** Coronavirus reported risk of exposure in [region] was been lowered. Our office will be reopening, [DAY OF WEEK AND DATE] for regular hours. Please contact your supervisor with questions.

Email:

**Subject:** UPDATE: [region] office reopening [date]

Coronavirus reported risk of exposure in [region] was been lowered. Our office will be reopening, [DAY OF WEEK AND DATE] for regular hours.

This virus is not currently spreading widely in [region]. However, this is an evolving situation and the risk assessment will be updated as needed.

Please contact your supervisor if you can’t make it into the office to make arrangements. If you have other questions or concerns, reach out to [CONTACT NAME AND EMAIL].

Phone:

The Coronavirus reported risk of exposure in [region] was lowered. Our office will be reopening, [DAY OF WEEK AND DATE] for regular hours. Please contact your supervisor if you can’t make it into the office.

App Push:

**UPDATE:** Coronavirus reported risk of exposure in [region] was lowered. Our office will be reopening, [DAY OF WEEK AND DATE] for regular hours. Please contact your supervisor if you can’t make it into the office.
As the fastest-growing, two-way emergency communication company, AlertMedia helps some of the world’s largest organizations securely and effectively monitor threats, streamline notifications, and improve employee safety. The company’s fully-integrated, cloud-based platform delivers communications that protect organizations, improve operations, and mitigate loss from anywhere, at any time, using any device.

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