

COVID-19 COMMUNICATIONS REOPENING PLAN

MARSHALL, MINNESOTA



COMMUNICATION PLAN

INTRODUCTION

Crafting a communications plan for reopening your business.

- Be honest and direct with your employees and customers.
- Provide detailed safety plan and measures your company has undertaken to educate your customers – include new policies and procedures you are putting in place.
- Make sure all sites are updated: website, Google, Facebook/Social Media, Contact Info, Hours, Service Offerings, Etc.

Develop a solid communications plan to include:

- Assessment of communications related to attracting target audiences and/or new customers.
- Conduct competitive analysis.
- Research and develop/modify target audience.
- Set clear communications goals and metrics for success.
- Identify effective messaging tailored to your target audience.
- Develop content.
- Measure results.



COMMUNICATION PLAN

ASSESSMENT

An assessment is an evaluation of an organization's ability to effectively communicate with your target audience. Use the table below to identify areas of your communication that you need to be Created, Deleted, or Maintained

CREATE <i>(Post helpful information on Facebook 3X a week)</i>	DELETE <i>(i.e. Posting information that invites pessimistic comments... success stories)</i>	MAINTAIN <i>(i.e. engaging business owners and community members)</i>



COMMUNICATION PLAN

CONDUCT COMPETITIVE ANALYSIS

Competitive analysis is strategic research that specializes in the collection and analysis of information about competing firms.

STEP ONE: IDENTIFY COMPETITORS

It's an essential tactic for finding out what your competitors are doing and what kind of threat they present to the success of your company.

STEP TWO: ANALYZE AND COMPARE COMPETITOR WEBSITE AND SOCIAL MEDIA CONTENT

Analyzing can help you determine what opportunities you have to help outperform your competitors. Social media networks are a great way for companies to interact with users and fans and share content.

STEP THREE: IDENTIFY AREAS FOR IMPROVEMENT

If you want to position yourself to stand out from the competition, start with the research that's already close at hand. Then, plan how you and your colleagues can go above and beyond to make sure your firm stands out, ranks highly, and is seen as a first choice, whatever field you occupy.



COMMUNICATION PLAN

RESEARCH AND DEVELOP/MODIFY TARGET AUDIENCE

The better you understand your target market, the better you'll be able to target them (with relevant content, messaging, and ads). As your depth of audience insight grows, you'll start to see higher conversion rates and better ROI.

STEP ONE: COMPILE DATA ON YOUR CURRENT CUSTOMERS

Age, location, language, spending power and patterns, interests, and stage of life.

STEP TWO: ANALYZE WEBSITE AND SOCIAL MEDIA ANALYTICS

Analyzing can help you determine how to fill in the gaps in your customer analysis.

STEP THREE: BE CLEAR ABOUT THE VALUE OF YOUR PRODUCT OR SERVICE

All marketers must understand the key distinction between features and benefits. You can list the features of your product, but no one will be convinced to buy from you unless you can explain the benefits. Features are what your product is or does. The benefits are the results. How does your product make someone's life easier, or better, or just more interesting?

STEP FOUR: CREATE A TARGET MARKET STATEMENT

Create a statement that clearly defines your target market. When crafting your target market statement, try to incorporate the most important demographic and behavior characteristics you've identified.



COMMUNICATION PLAN

SET CLEAR COMMUNICATIONS GOALS AND METRICS FOR SUCCESS

SMART GOALS

The point of setting communication goals is to improve your identity, along with the perception others have of you. To make sure your goals are clear and reachable, each one should be:

SPECIFIC: When drafting your goal, try to answer the five "W" questions:

- **What** do I want to accomplish? **Why** is this goal important? Who is involved? **Where** is it located? **Which** resources or limits are involved?

MEASURABLE: A measurable goal should address questions such as:

- How much? How many? How will I know when it is accomplished?

ATTAINABLE: An attainable goal will usually answer questions such as:

- How can I accomplish this goal? How realistic is the goal, based on other constraints, such as financial factors?

RELEVANT: A relevant goal can answer "yes" to these questions:

- Does this seem worthwhile? Is this the right time? Does this match our other efforts/needs? Am I the right person to reach this goal? Is it applicable in the current socio-economic environment?

TIME-SPECIFIC: A time-bound goal will usually answer these questions:

- When? What can I do six months from now? What can I do six weeks from now? What can I do today?



COMMUNICATION PLAN

SMART GOAL #1

	SET AND DEFINE GOALS	6 MONTH UPDATE
SPECIFIC		
MEASURABLE		
ATTAINABLE		
RELEVANT		
TIME SPECIFIC		
WRITE SMART GOAL		



COMMUNICATION PLAN

SMART GOAL #2

	SET AND DEFINE GOALS	6 MONTH UPDATE
SPECIFIC		
MEASURABLE		
ATTAINABLE		
RELEVANT		
TIME SPECIFIC		
WRITE SMART GOAL		



COMMUNICATION PLAN

SMART GOAL #3

	SET AND DEFINE GOALS	6 MONTH UPDATE
SPECIFIC		
MEASURABLE		
ATTAINABLE		
RELEVANT		
TIME SPECIFIC		
WRITE SMART GOAL		



COMMUNICATION PLAN

SMART GOAL #4

	SET AND DEFINE GOALS	6 MONTH UPDATE
SPECIFIC		
MEASURABLE		
ATTAINABLE		
RELEVANT		
TIME SPECIFIC		
WRITE SMART GOAL		



COMMUNICATION PLAN

IDENTIFY EFFECTIVE MESSAGING TAILORED TO YOUR TARGET AUDIENCE

Your audience is more likely to engage if you use the words they use and answer the questions they may have.

AUDIENCE: Specifically, identify the audience you wish to reach. Don't pick more than three targeted audiences.

ENGAGE AND INSPIRE YOUR AUDIENCE: You want the audience to take some action and to remember your organization or community.

CRAFT YOUR MESSAGE: As specifically as you can, formulate your core message and pick keywords to use. The goal is to pick a message that is memorable. In that message, choosing the right keywords improves your reception and search engine results.

Try to answer these questions when you craft your message:

- How does the target audience view themselves and what questions do they have?
- What is important to your target audience?
- What action do you want them to take?
- Why should they take this action?
- Why should you be giving them advice?
- How should you be perceived after messaging?



COMMUNICATION PLAN

DEVELOP CONTENT

Now that you have your communication goals, targeted audiences identified, and specific messaging ideas in place lets bring it all together with some powerful content. Start writing content pieces that inform, entertain, and educate your audience while communicating your plan.

- **Strive to create 1 post per day for each of your social media platforms**
 - Focus on visual assets: video, quality photos, and infographics
 - Develop a positive, active voice for your content
 - Include a call to action
 - Encourage users to like, comment, and share
- **Create blog posts, newsletters, or success stories**
 - Keep content short and concise (750-1000 words)
 - Link content to your website
 - Include attention-getting headlines and subject lines
- **Update Web Content**
 - Check that your website content is up to date and relevant
 - Update content frequently for better search engine results



COMMUNICATION PLAN

CONTENT - WEEK ONE

	A.M.	P.M.
SUNDAY		
MONDAY		
TUESDAY		
WEDNESDAY		
THURSDAY		
FRIDAY		
SATURDAY		



COMMUNICATION PLAN

CONTENT - WEEK TWO

	A.M.	P.M.
SUNDAY		
MONDAY		
TUESDAY		
WEDNESDAY		
THURSDAY		
FRIDAY		
SATURDAY		



COMMUNICATION PLAN

CONTENT - WEEK THREE

	A.M.	P.M.
SUNDAY		
MONDAY		
TUESDAY		
WEDNESDAY		
THURSDAY		
FRIDAY		
SATURDAY		



COMMUNICATION PLAN

CONTENT - WEEK FOUR

	A.M.	P.M.
SUNDAY		
MONDAY		
TUESDAY		
WEDNESDAY		
THURSDAY		
FRIDAY		
SATURDAY		



COMMUNICATION PLAN

MEASURE RESULTS

Metrics empower you to improve your business - that's why they're vital. With metrics, you can improve overall results, or target a particular area of your business. They can also help you align your systems and people with your business goals. Understand your business metrics, and you're well on your way to success.



COMMUNICATION PLAN

MEASURE RESULTS – WEEK ONE

For each content piece measure the following: Pageviews, Likes, Shares, and Comments. Messages that receive positive results should be repeated; messages that aren't viewed should be discarded or changed.

	PAGEVIEWS	LIKES	SHARES	COMMENTS
WEBSITE				
FACEBOOK				
LINKEDIN				
TWITTER				



COMMUNICATION PLAN

MEASURE RESULTS – WEEK TWO

For each content piece measure the following: Pageviews, Likes, Shares, and Comments. Messages that receive positive results should be repeated; messages that aren't viewed should be discarded or changed.

	PAGEVIEWS	LIKES	SHARES	COMMENTS
WEBSITE				
FACEBOOK				
LINKEDIN				
TWITTER				



COMMUNICATION PLAN

MEASURE RESULTS – WEEK THREE

For each content piece measure the following: Pageviews, Likes, Shares, and Comments. Messages that receive positive results should be repeated; messages that aren't viewed should be discarded or changed.

	PAGEVIEWS	LIKES	SHARES	COMMENTS
WEBSITE				
FACEBOOK				
LINKEDIN				
TWITTER				



COMMUNICATION PLAN

MEASURE RESULTS – WEEK FOUR

For each content piece measure the following: Pageviews, Likes, Shares, and Comments. Messages that receive positive results should be repeated; messages that aren't viewed should be discarded or changed.

	PAGEVIEWS	LIKES	SHARES	COMMENTS
WEBSITE				
FACEBOOK				
LINKEDIN				
TWITTER				



COMMUNICATION PLAN

RATING TEMPLATE

Have members of your team, staff or board complete the following table and measure the organization's response.

	RESPONSES	FOLLOW-UP	NEXT STEPS
Did we respond quickly?			
Did we address the basic information needs for internal and/or external stakeholders?			
Did we respond with humanity and care, showing empathy for people impacted by the crisis?			
When known, did we clearly explain what happened, what is happening, and what will happen next?			
If applicable, did we as an organization own our mistake(s)?			



COMMUNICATION PLAN

RESOURCE TIPS

IMAGE SIZE

Facebook: Image post size: 1200 x 630 | Ad size: 1200 x 628

Instagram: Photo sizes: 1080 x 1080 (square), 1080 x 566 (landscape), 1080 x 1350 (portrait)

Twitter: Post image size: 1024 x 512

LinkedIn: Dynamic Ads size: 100 x 100 (company logo) | Sponsored Content image size: 1200 x 627

Pinterest: Board Display image: 222 x 150 | Standard Pin size: Vertical images 1000 x 1500

HASHTAGS & TAGGING

A hashtag is a keyword or phrase preceded by the hash symbol (#), written within a post or comment to highlight it and facilitate a search for it.

Tagging other organizations and partners can help expand your post's reach.

