COVID-19 DIGITAL CHECKLIST

WEBSITE

- [ ] Add a banner to the top of your homepage with phone number and Covid-19 operating hours
- [ ] Make sure all contact details are easily seen
- [ ] Create a page dedicated to Covid-19 updates, and link to it from your homepage banner

EMAIL

- [ ] Set up an Out-of-office email bounce-back so your customers get the information they need even if they can't reach you
Include the bulleted details below
- [ ] Send out an email to your database letting them know you're still in action

ALWAYS INCLUDE

- ⭐ New operating hours
- ⭐ Areas serviced
- ⭐ Products & services currently available

- ⭐ The fastest way to get in touch with you
- ⭐ Any information on extra safety measures that will be adhered to, or limited stock levels

SOCIAL MEDIA

- [ ] Create a business Facebook page here:
  https://www.facebook.com/pages/create
- [ ] Post an update on your lockdown operation and 'Pin' to the top of the page
- [ ] Post some engaging content/videos:
  https://yellow.co.nz/resources/covid-19/marketing/content-you-can-create-in-lockdown/
- [ ] Before you post, run through this quick checklist:
  https://yellow.co.nz/resources/tips-and-tools/downloadable-tools/social-post-checklist/

YELLOW PROFILE

- [ ] Include your current operating status in your business description
- [ ] Update operating hours

- [ ] Areas serviced
- [ ] Products & services currently available

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