What Needs to be in your COVID-19 Crisis Communications Toolkit?

A crisis communications contact flow chart of who to call, who will be managing internal communications, media inquiries and social channels etc.

FAQs (see below)

General COVID-19 tips and resources

Inquiry protocol, including media

This will offer consistency of messaging across the franchise and give franchisees the confidence in how they are managing and communicating the issue at the local level

Standby statements and communications materials. These include:

A confirmed case locally in the community

A confirmed case of an infected employee or customer

A confirmed COVID-19 death of an employee or customer

Corporate office or store closing statement