

Being Social at a Distance Questionnaire

This questionnaire is intended to help you reach your customers and communities during COVID-19. This is not meant to be an exclusive list of questions; these answers will help you get started on creating content to reach your audiences.

L.O.C.A.L. Approach:

Listen: We want to hear your challenges.

Operate: We will be operational and are prepared to serve.

Communicate: The center of our plan is helping create a financially stable community.

Assist: We will act on every opportunity to help restructure, refinance and rebuild.

Learn: We are committed to learn together — even at a distance — to be stronger every day.

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Build Your Content Calendar

Below are sample questions and answers to help you get started on creating your content calendar. Your answers will help guide your social media and website content.

Listen:

Sample Question: I sent in a request to speak to a lender about refinancing yesterday and haven't heard back. Do you know when I will?

Sample Answer/Content Piece: We're experiencing an unusually high number of refinance and home loan inquiries. Please give us 48 hours to respond to your initial request.

Notes:

Operate:

Sample Question: How long do you plan to stay open? How can I reach you?

Sample Answer/Content Piece: Our lobbies are closed until further notice. Our drive-thrus and ATMs remain open. Should this change, we will notice the community in

advance. Mobile and online banking are your best opportunities for low wait times and more efficient service. You can give us a call at XXX-XXX-XXXX if you have questions about our operation hours.

Notes:

Communicate:

Sample Question: What about my nonprofit? When should we be expecting it to be back to normal?

Sample Answer/Content Piece: We are committed to transparency and will continue to inform accurately on our policies, changes and their impact on the community. Our community financial institution has weathered storms in its history and has always existed to serve the communities we call home.

Notes:

Assist:

Sample Question: Where can I go for questions/help at this time?

Sample Answer/Content Piece: Our team is diligent in serving every need we can address in our community. Please reach out on [list channels here] for assistance.

Notes:

Learn:

Sample Question: Will there be relief for X? How can I learn about Y?

Sample Answer Content Piece: We're all learning together. We are working with every resource we have to understand the programs and opportunities to serve our community members, small businesses and the non-profits that serve those most-threatened.

Notes:
