

Be Social at a Distance: Communicating Through COVID-19

Financial brands are in a key role to help communicate and support financial stability during COVID-19. This document will help your brand communicate about marketing, sales and community during this time.



Marketing - YOU NEED A CONTENT PLAN

- **Analyze Scheduled Content:** Content you've planned may now be insensitive.
- **Create Templates for Daily Updates:** Make it easy for your team to send out updates.
- **Consider Video Updates from President:** A unique way to engage from your leadership.
- **Over Communicate to Your Communities:** They'll be online.



Sales - YOU NEED A SALES PLAN

Keeping up with volume:

- Communicate processing times.
- Offer an online calendar for applicants to choose a time to speak with a lender.
- Write a preapproved email to send to those who may be applying.

Helping those in need:

- Get your leadership team involved in how you can help customers/communities.
- Communicate this to your audiences.



Community - YOU NEED A COMMUNITY PLAN

Now

- Provide relief for small business owners.
- Buy goods from them when applicable.
- Solicit/provide donations (or matching donations from the community).

Later

- Visit them (#GoLocal).
- Continue to solicit/provide donations (or matching donations from the community).
- Help them get the support they need (e.g., loans).