



Tuckahoe Strategies

# Tuckahoe Strategies COVID-19 Communications Services

2020



# Message Development



**CORONAVIRUS UPDATE**

- Reopening strategy and timing including messaging about health requirements for staff to return to work
- Screening, testing procedures, and daily routine sanitation efforts
- Method for monitoring and ensuring compliance with safety requirements for employees
- Enforcement measures should an employee or customer fail to comply with safety requirements
- Procedures for positive tests and contact tracing

# Internal Communications



- Direct contact
  - Employee email outreach
  - Employee surveys
- Electronic Town Hall/Q&A
  - C-Suite preparation and execution
  - Development of likely questions and recommended answers (Q&A) to be used as part of corporate Town Hall

# Internal Communications



- Employee information portals
  - Employee microsites for easy access to information about corporate policies related to COVID-19
  - Content development such as:
    - When to return to work / When to stay at home
    - Transportation options
    - Relevant CDC guidelines

# External Communications

- Client/customer communications
  - C-suite level communications
  - Operations information
  - Health and safety information
  - Q&A



# External Communications



- Website information portal
  - Health and safety procedures and policies
  - Client/customer FAQs
  - Screening and testing information
  - Relevant CDC guidelines

# External Communications



- Social media communications
  - Product/service information
  - Health and safety procedure updates
  - Operating procedures/changes to business operations
  - How to safely access and conduct business onsite

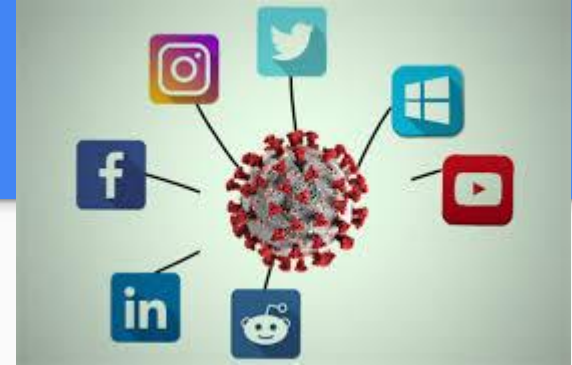
# External Communications

- Media Management
  - Media outreach
  - Corporate statements
  - Reporter vetting
  - C-Suite media training and preparation





# External Communications



- Online advertising
  - Reignite interest in product lines
  - Address public health concerns,
  - Provide information about business operations

# Crisis Management Planning and Activation

- Crisis team
- Contact list
- Crisis protocol
- Social media monitoring
- Contingency statements
- Rapid response



# Contact Us Today



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