Digital Reopening Checklist

Did your business experience any changes in response to COVID-19? Those changes could include a change in hours, a change in visitation approach, a shift to pre-ordering or online ordering, or an outright closure.

As you begin to reopen, it is crucial to communicate to your customers what they should expect or need to know, even if there is no difference and you are operating in a 'business as usual' setting, communicate that to your customers and prospective customers that are looking for businesses like yours.

Here we have provided a checklist of places to communicate many of these changes.

Social Media
- *Facebook*
  - Update your hours
  - Update your services (if applicable)
  - Update your cover photo to reflect any big updates
  - Pin any posts regarding your re-opening & any important changes
- *Instagram*
  - Update or create a link in your bio with information on your changes
- *Twitter*
  - Pin any tweet regarding your new hours or approach

Website
- Update hours and include important messages on any of the following (as applicable):
  - About Us
  - Contact Us
  - Find Us
  - Visit Us
- Add a pop-up with new requirements and important messaging
- If you added a COVID-19 page at the start of the pandemic, make sure that page remains up-to-date
- Add a message or image to your homepage with updates, even if it says 'We are Open'

Google My Business
- Update Your Business Hours
- Update Your Business Profile
- Update Your Business Approach (eg, Restaurants offering Dine-In, To-Go, Delivery, or a Combination)
- Add a post and/or image, to announce your reopening with new guidelines