

8 TIPS TO KEEP YOUR BRAND HEALTHY AND SAFE FROM COVID-19

Brands that keep going, emerge from economic downfalls ahead of their competitors. Here are some key tips:

01

UPDATE YOUR PLAN

Take a fresh look at your communications plan and adjust to make sure you're only posting content that's relevant. For example, any scheduled content about Easter or calendar events won't be suitable to post.

02

PUBLISH A BRAND AWARENESS MESSAGE

It's not a time to promote special offers or encourage visitors. Switch to a brand awareness message instead. For businesses that are closed, why not promote your local area. Focus on the beautiful scenery, walks or history of the area to keep people engaged.

03

BUILD MEANINGFUL CONTENT

Consider how your brand may be useful at this time, raise your brand profile by leading by example, do the right thing and support public health & safety. Support human needs by building content about connection, learning and distraction. If you're working with your local community in a new way during this time, share it and let people know.

04

COMMUNICATE CLEARLY AND REGULARLY

Make sure to continue to communicate regularly and clearly to let your customers know if you're closing or what measures you're taking for public safety, such as hand sanitisers and social distancing on your premises.

05

DO NOT JOKE ABOUT THE VIRUS

This is a serious issue so be respectful and cognisant of how your message affects others, especially when communicating with audiences outside Ireland where the situation may be different. However, light-hearted content will also be welcomed.

06

KEEP UP TO DATE WITH WHAT'S HAPPENING

Keep informed with the latest COVID-19 updates before communicating. These can change hourly or daily. Check HSE updates and Fáilte Ireland website regularly. Only reference official sources of information and check your sources.

07

CONSIDER YOUR TONE OF VOICE

It's important that your brand tone evolves with the situation. Try not to be negative but instead be empathetic, show understanding, keep positive and look to the future.

08

PREPARE FOR THE FUTURE

It's hard to contemplate now but start to think of what you'll need to do to rebuild your brand once the is over. Start to prepare a brand strategy and recovery plan as well as considering some tactical strategies you could use to kick-start your business.