



COMMUNICATIONS ON REOPENING

Commitment statements from businesses:

Advice here for businesses on how to make good communications statements and examples of these from businesses to their customers:

- **The Canadian Federation of Independent Business** offers free [posters and templates](#) for reopening your business, including an [Open for Business poster](#).
- **Campaign Monitor** is a marketing blog and gives advice on reopening statements to reassure the public. It also provides examples. [Best Covid 19 email examples to guide your changing business plan](#).
- **Workest** is another marketing site and gives advice on communicating with customers. They also provide a sample email. [COVID-19 Email Templates: Communicating with Customers About Coronavirus](#)
- **Liquid Spark** is a media and marketing site that sets out a [step by step plan for reopening including effective communications](#).
- **The Canadian Business Resilience Network** provides a toolkit for reopening as well as [advice on developing a good communications plan](#).
- **The Business Council of Canada: The “POST Promise”** calls on business owners and managers across the country to uphold five key steps to help stop the spread of the coronavirus: maintaining physical distance, washing and sanitizing hands, keeping workplaces clean and disinfected, staying home if unwell, and practicing respiratory etiquette, including wearing a mask when recommended. Post Promise logo to be displayed to reassure customers.
- **Konica Minolta** offers an example of a [commitment email](#)
- **Salesforce** offers another example of a [commitment email](#).
- **Steveston Barbers** offers a good example of a [reopening commitment statement](#) from a small BC business.
- **Ocean Village** is a beach resort in Tofino, BC. This is their reopening statement to their customers. [What We’re Doing to Protect Against COVID 19](#)