

RAMADAN COMMS DURING COVID-19

Ramadan Comms During COVID-19

Ramadan is just around the corner and it's safe to say that, this year, it's going to be unusual. What should you do about internal communications for Ramadan under COVID-19?

Well, here's what we recommend.

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TOP MANAGEMENT MESSAGE

A message from top management is a much-needed communication for employees in these times. Though a simple email might suffice, we recommend that you video record one. The personal touch will make a world of difference in employee morale and in the effect of the message.

WHAT SHOULD YOU SAY?

1. A friendly introduction.

- Say a heartwarming hello. It's been a while since most of them have seen you.
 - Greet employees on the holy month. It's a special time of the year, regardless of the circumstances.
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2. Get personal.

- Talk about your own experience under lockdown. Maybe share a funny story or talk about who you miss seeing the most because of social distancing.
- Share what tools you use to manage things at home, whether that's for work or for home and family care

3. Reassurance is key.

- Comfort your employees and reassure them about their future with the company. This is all they need to feel motivated.
 - Speak of the future with transparency, even if it's not that great. Clarity is calming and will give your teams a sense of ownership.
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4. Empathize.

- Acknowledge the stress everyone is feeling, including yourself. Juggling work from home with taking care of family is strenuous on everyone.
- Show them you care about them as people, not only as employees.

5. Be inspiring.

- Speak with confidence and be positive. Use phrases like "we're in this together" and visualize how things will be when this is all over.
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HOW CAN YOU RECORD THAT VIDEO YOURSELF?

It's easier than you think. You can create a professional-looking video with nothing more than an iPhone. Here's what you need to do:



1. Prepare before you record.

Jot down the points you want to cover in your video beforehand. This will help you stay focused and keep the video short.



3. Choose your location.

Jot down the points you want to cover in your video beforehand. This will help you stay focused and keep the video short.



5. Put your phone on Airplane Mode.

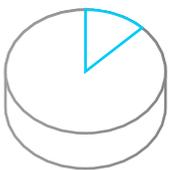
This ensures your recording will not be interrupted by incoming calls or notifications.



7. Set up your phone.

Mount your phone horizontally. You can use simple things like a stack of books and a mug.

Make sure your camera lens is just below eye level. You should be looking slightly downwards.



2. Make sure you have enough memory space.

Videos take up a lot of space on the phone's memory. Making sure you have enough before you start is important.



4. Clean your camera lens.

To get a clear, crisp picture, wipe your lens with a microfiber cloth.



6. Configure your settings.

Open the Camera app and set it to Video mode. Make sure you switch to the front-facing lens so you can see what you're doing.



8. Frame your shot.

Make sure to look at the lens, and not at yourself. Position yourself slightly off-center for a more professional result.



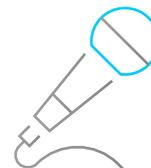
9. Run a test recording.

Record a quick test run and see how you like the result. Finetune your position, setting and configuration until you're happy with the outcome.



10. Record!

Wait three to five second after you hit the Record button and before you stop recording. You can crop those out before you share the video, so viewers won't see you get into position or reach out for the stop button when you're done.



11. You can jazz it up.

Use extra gear. You can get a tripod, a microphone and some simple lighting equipment to take your video to the next level.

Things to keep in mind.

- **Rehearse.** This way, there won't be any surprises when you start recording.
- **Keep your video short.** For optimum engagement, keep it under 3 minutes.
- **Lighting is very important.** Make sure it's enough and it's shining in the right direction.
- **Edit your video.** There might be parts of the raw footage that you need to cut out.
- **Bring in a professional.** The DOTMENT team is more than happy to help!

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ONGOING COMMUNICATIONS IN RAMADAN

Keeping employees engaged while working remotely during the holy month can be tricky. Here are some good approaches for you to use, along with tools for each one.

1. Talk About Productivity

Everyone is finding their own way to get productive while working from home. Give employees the space to share their ideas and seek advice from each other.

How?

Create a private Facebook group and allow employees to post their tools, solutions and questions on it. You can also have discussions, polls and live video sessions on it.

2. Instill Your Values.

Ramadan is a good time to instill corporate values in employee mindsets, more so while working from home.

How?

Use your intranet to create engaging and fun riddles about your corporate values. Put your employees' knowledge to the test in a fun, engaging way.

3. Share DIYs and Hacks.

Everyone is getting creative in their own way while working from home, whether it's to get work done, take care of family or reuse space. Share that.

How?

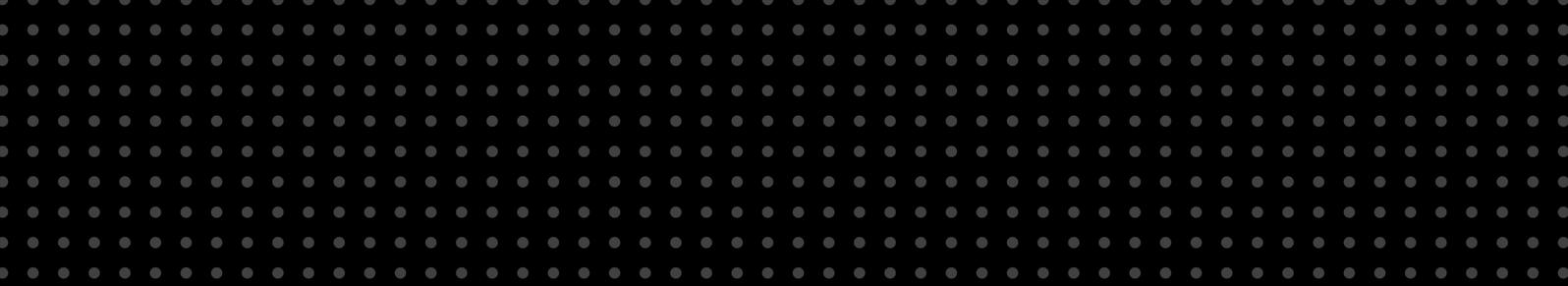
Create a YouTube channel and allow employees to upload their videos on their DIY projects. These can be recipes, crafts, activities to keep children engaged, or work-related productivity tricks.

4. Encourage Charity.

We can still participate in charitable events while working remotely. Encourage employees to suggest how the company's services or products can be utilized for charity, or give them a space where they can suggest or manage charity activities of their own.

How?

Use an innovation platform that allows employees to make suggestions and come up with ideas on how the company can better serve the community.



DOTMENT

DOTMENT is always here to help keep your internal communications effective and engaging. Contact us for more in-depth insights and support on how to do that.

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