

# COVID-19 COMMUNICATIONS DO'S AND DON'TS



In unprecedented times such as these, deciding how and when to communicate with customers about COVID-19 can be a daunting task. Your messaging must be clear and concise while also providing helpful and necessary information. As the unifying voice of the professional pest control industry, the Professional Pest Management Alliance (PPMA) is sharing important advice for how to effectively communicate with customers during the global pandemic:

## DO

- ✓ Do provide clarity on how normal operations will be impacted
- ✓ Do validate concerns of staff and customers
- ✓ Do clearly communicate to customers what precautions you are taking as a company
- ✓ Do provide helpful information and link to resources such as the CDC on your website
- ✓ Do share what you're doing to help your community or health care workers
- ✓ Do explain how customers can contact you in an emergency
- ✓ Do evaluate all social media content and imagine how it would appear sandwiched between two urgent Coronavirus updates before posting. Post if it passes this sensitivity test!
- ✓ Do experiment with virtual consultations when appropriate
- ✓ Do be a source of helpful information and positivity

## DON'T

- ✗ Don't use the current pandemic to be self-promotional or opportunistic
- ✗ Don't use your Essential Service distinction as a sales tool
- ✗ Don't make light of the current pandemic
- ✗ Don't pretend it's business as usual; acknowledge what is going on
- ✗ Don't use company brand pages to share personal or political views
- ✗ Don't be vague or dismissive of current events; customers want to feel your company is taking things seriously
- ✗ Don't make a statement just to make one; only communicate when you have something to convey
- ✗ Don't incite fear to get a reaction or share misinformation

**NPMA'S COVID-19 RESPONSE PAGE:** [www.pestcontrolcoronavirus.com](http://www.pestcontrolcoronavirus.com)

**CDC'S COVID-19 PAGE:** [www.cdc.gov/coronavirus/2019-ncov/index.html](http://www.cdc.gov/coronavirus/2019-ncov/index.html)

**WHO COVID-19 PAGE:** [www.who.int/emergencies/diseases/novel-coronavirus-2019](http://www.who.int/emergencies/diseases/novel-coronavirus-2019)

**CDC GUIDE TO PREVENTING TRANSMISSION:** [www.cdc.gov/coronavirus/2019-ncov/prepare/prevention.html](http://www.cdc.gov/coronavirus/2019-ncov/prepare/prevention.html)