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survive + thrive

DIGITAL TOOLKIT

+ PHASE 1

Business Critical: Respond effectively & enhance digital workflows

Your essential tools:

- + Official Covid-19 Press / Company Statement
- + Optimised FAQ page
- + Social Media Copy & Creative
- + Engaging Infographic
- + Informative Animation
- + Interactive Digital Slide-Deck

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Ineffectual communication can often cause confusion and panic and it is very easy to miscommunicate information by saying the wrong thing or using the wrong words.

As part of the first wave of our Survive and Thrive toolkit, we are offering the following Communications package:

1. Official Covid-19 Press statement:

250-400 word, written response, including your approach to staff welfare and your processes for ensuring (or disbanding) your continuity of service.

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**+ Company
statement**

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2. FAQ page:

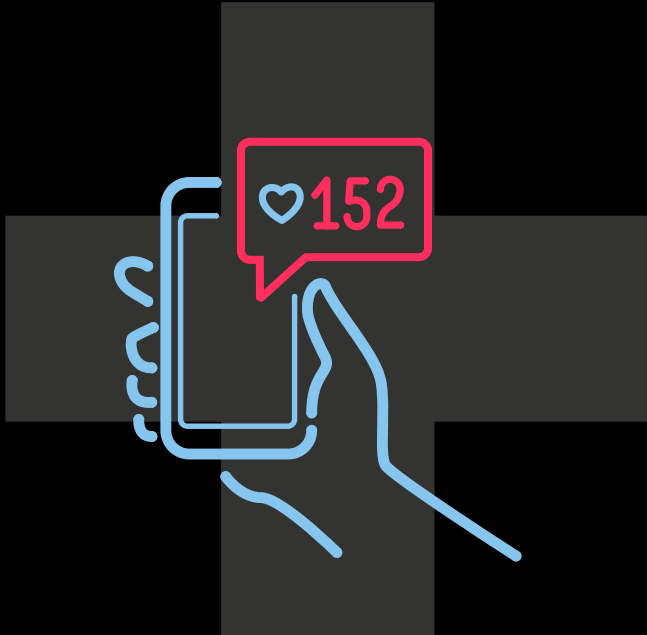
Optimised copy and build of a dedicated FAQ page to deal with all Covid-19 enquiries relating to your business.

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3. Social Media:

Optimised and appropriate social media content and creative to keep your channels updated with your Covid-19 response and approach.

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We've identified some of the essential assets and services that your business can use as an initial response to the crisis to help ensure the productivity and engagement of your virtual teams over the coming weeks.

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4. Infographics:

Disseminate important information in bite-size, engaging chunks to your team and stakeholders by using expertly designed infographics.

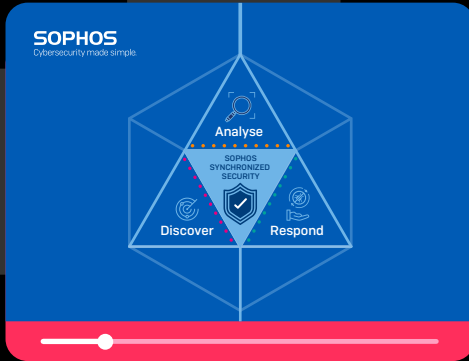
This will help clear key facts clear and easily digestible. An infographic will also help brighten up the screens and inboxes of those team members working remotely.

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5. Animations:

Keeping productivity levels high during mass remote working is a challenge, but by utilising animated content to deliver key information, you can keep your colleagues, partners and suppliers engaged with the task in hand.

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6. Presentations:

By using a digitally designed slide-deck you can ensure that each and every one of your weekly meetings and presentations are consistent, effective and inspiring for you team, partners and suppliers.

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To **learn more** about our **Survive** and **Thrive Digital Toolkits** or to discuss any of our services in more detail, chat to us today, **we'd love to help!**

We're here to help you engage with your staff and customers digitally throughout the current crisis, so please do not hesitate to contact us today.

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+ Let's talk!



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