Check your online presence during Covid-19 recovery

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Use this checklist to ensure your customers have the latest information about your business:

Update your business hours

If your business hours have changed between Covid-19 closures and as you ease into reopening/restarting, ensure you update the hours to when you'll be open or closed. This ensures your customers know exactly when to visit. If there continues to be a temporary closure, you may want to make note of that too. Consider updating the following platfoms:

- ☐ **Your website hours**
  If hours are listed on your website, ensure you update them there first.
- ☐ **Your establishment's phone voicemail greeting**
- ☐ **Social media page hours**
  This includes hours you may have on your Facebook, Instagram and Twitter accounts
- ☐ **Google My Business Hours**
  If you have marked your business as temporarily closed, feel free to change that status now as well as updating your new opening hours.
- ☐ **Other platforms your business has a presence in**
  Some businesses utilize Yelp, Tripadvisor, various delivery services, and various ecommerce platforms. Make sure to update your hours of operations on those platforms directly.

Manage your information

Craft a message for key informational landing pages that explains how your business operations have been affected by Covid-19 and how you will be ensuring customer health and safety if you do re-open. You can share information about any extra precautions your business is taking, such as continuing takeout or delivery only, or requiring appointments/reservations before accessing your establishment. You can also share if you're providing any extra services to the community, or whether you're experiencing delays.

☐ **Update information on your website**

- **Homepage.** Update any operational changes as prominently as possible on your home page, preferably on the top half of your page to ensure more people read that information.
- **Contact Us.** If you have a Contact Us page, please update your hours of operation there as well as any additional information regarding your business operational changes.

- **About Us.** This is a good area to post information on health and safety measures you will be enacting as you reopen your establishments.

☐ **Update your social media channels**

- **Business descriptions**. Utilize this period to update your business descriptions on your social media profiles, to make sure messaging is consistent across your platforms, especially including information such as "by appointment only" or "updated hours"

☐ **Update your Google My Business listing**

- **Business Description.** Your business listing is the first thing users/travellers will see. Make sure your listing is up to date with important business operational information.

Create posts

For more time sensitive or detailed updates, share posts about what's going on with your business through your blog, social media and Google My Business posts. For example, add information about what products and services you have available, and link to your reservation engine or your pages offering updated information. Posting is a great way to directly communicate with your customers on a regular basis as your business changes.

☐ **Social media posts**

- Post an update on your social channels announcing that you'll reopen (or not) and what operational changes you'll be making at this time.

☐ **Google posts**

- Create a post on Google My Business to describe updates to your business and your reopening plans.

Get support from customers

Your loyal (and local) customers are your biggest fans during these challenging times. Let customers help by setting up a gift card campaign on your **Google My Business** profile, a new feature launched by Google, and built especially to support small businesses. Customers can find the info for these campaigns directly from your Business Profile on Google Search, alongside other updates.

- Add support links on your profile along with a brief, clear message to tell your customers how purchasing a gift card can help your business.
- Adding these support links is easy and only takes a few minutes. Refer to this post from Google for a step-by-step guide and tips for a successful campaign.

How can Tourism Calgary support you?

Tourism Calgary is committed to supporting our partners through these changing times.

- Our new Covid-19 Business Continuity and Reopening Resources page is updated regularly and will provide our partners with information to support reopening efforts and up-to-date resources.

- We're compiling a list of partners reopening to promote on our channels, so if your business is reopening, please submit your details on [this form](#).
- Participate in our #LoveYYC from Home program. A Tourism Calgary-led initiative focused on supporting members of Calgary's resilient tourism industry that has safely found safe and exciting ways to engage Calgarians, and that inspires residents to share their love for their city and stay connected through virtual or contact-free experiences. To add information about your businesses, please fill out [this form](#).
- Tag us on social! Tag **@tourismcalgary** and **#LoveYYC** so we can amplify your social media messages on Twitter, Instagram and Facebook.