



Sample Message Templates for COVID-19

One of the most important things a business can do right now, with lockdowns and quarantines affecting so many of us, is maintain a constant stream of communication with your employees — whether you're an essential business, or whether your employees are working remotely.

In this set of SMS and email templates, OnSolve® provides you with both topics and suggested copy to help make your communications efforts easier. While we can't create content that addresses your specific circumstances and lays out your specific policies, the template content will serve as guides to what you should be communicating about with your people.

Although the early days of the COVID-19 pandemic are well past, this complete set of messages provides you with examples for every stage of the communications lifecycle. The next time a pandemic or other event requires a quarantine, you'll be well prepared.

For each message, in accordance with OnSolve best practices, we provide two types of message. One is a short text message, alerting people that a longer, complete, email message is waiting in their inboxes. The second type is that email message. You can learn more about our communications best practices in the article titled Right Message. Right People. Right Time.

Some general notes:

- 01** *Italicized text* indicates our instructions to you about the use of the templates.
- 02** We recommend, as we show in the templates, that these emails go out under your CEO's or President's signature.
- 03** We talk specifically about COVID-19 here, but these templates apply to every health crisis.



Initial Announcement of Email Messaging During Crisis

Use these templates to alert your people that throughout the course of the pandemic, you'll be sending them important information through SMS and email.



Watch this Space — SMS

There is a new email about the potential risk from the recent outbreak of COVID-19. Please check your [COMPANY] email for the full story.



Watch this Space — Email

SUBJECT LINE: We're Going to Send You Information on a Regular Basis by Email

Team,

Most of you have heard about the potential of a broad health crisis emerging from the recent outbreak of COVID-19. I wanted to fill you in on where things stand.

(If applicable) Be assured that we have a plan in place for responding to incidents of even the most severe nature. When you first became part of the team, you were briefed on what those plans are. For those who no longer have their briefing documents, please ask your supervisors and they'll make sure to get you copies.

It's unclear at this point whether this will be simply a localized situation or whether it will spread nationally and even internationally. Please know that our Crisis Task Force is watching the situation closely throughout every day and will take whatever steps become necessary to protect your health, your families' health, and the health of the business we all work for.

Throughout the crisis I intend to personally keep in touch with you through regular emails regarding issues of importance. We'll also send you a text message letting you know a new email has been delivered to your inbox.

Stay Safe!

[CEO-NAME]

Stay-at-Home Orders (New)

Use these templates to announce new stay-at-home orders and extended stay-at-home orders.



Company Stay-at-Home Order (New) – SMS

There is a new email about a new stay-at-home order for the recent outbreak of COVID-19. Please check your [COMPANY] email for the full story.



Company Stay-at-Home Order (New) – Email

SUBJECT LINE: A New Stay-at-Home Order Has Been Issued

Hello everyone,

Today [GOVERNMENT-AUTHORITY] has announced that all non-essential businesses are to be closed during the pandemic outbreak, and that all employees are to be under a stay-at-home order for the time being. [COMPANY] is considered a non-essential business. All of us must stay at, and work from, home.

As of now, the quarantine is expected to be lifted on [DATE]. Until that time, please stay in your home for everything except essential items, such as groceries, medical appointments, and trips to the pharmacy.

We are instituting remote work policies starting [DATE]. At that point all collaboration (meetings, project conferences, etc.) will be done through [COMPANY]'s [COLLABORATION-TOOL] or other authorized remote tools.

If you're unsure about how to use [COLLABORATION-TOOL], please see this tutorial video.

If your home computer is incompatible with [COLLABORATION-TOOL], please contact [CONTACT-NAME] who will help you either update your system or will loan you a computer for you to use.

We'll keep you up to date on the latest information that affects you and your work. In the meantime, pay attention to your local authorities for the guidelines and rules that apply to your area.

Stay Safe!

[CEO-NAME]

Stay-at-Home Orders (Extended)

Use these templates to announce new stay-at-home orders and extended stay-at-home orders.



Company Stay-at-Home Order (Extended) – SMS

There is a new email about an extended stay-at-home order for the recent outbreak of COVID-19. Please check your [COMPANY] email for the full story.



Company Stay-at-Home Order (Extended) – Email

SUBJECT LINE: The Stay at Home Order Has Been Extended

Team,

Today [GOVERNMENT-AUTHORITY] has announced that the stay-at-home order that we have all been operating under has been extended from the original end date of [DATE] to a new date of [DATE].

Until that time, please stay in your home for everything except essential purchases, such as groceries, medical appointments, and trips to the pharmacy.

We will continue our remote work policies, which have proven to be successful across the company. All collaboration (meetings, project conferences, etc.) will continue to be done through [COMPANY]'s [COLLABORATION-TOOL] or other authorized remote tools.

We'll keep you up to date on the latest information that affects you and your work. In the meantime, pay attention to your local authorities for the guidelines and rules that apply to your area.

Stay Safe!

[CEO-NAME]

Furlough Policy

Use these templates to, first, announce generally your furlough policy and, second, to provide specific resources to help those who must be furloughed.



Furlough Policy – SMS

There is a new email about [COMPANY]'s policy in the event COVID-19 forces us to furlough some employees. Please check your [COMPANY] email for the full story.



Furlough Policy – Email

SUBJECT LINE: [COMPANY]'s Furlough Policy

Hello everyone,

Spell out succinctly what your basic furlough policy is.

Stay Safe!

[CEO-NAME]

For Furloughed Employees

This is a follow-up to, not a substitute for, the employee's in-person counseling with HR. Send this only to affected employees after they've been counseled.



Furlough Information – SMS

There is a new email for you about policies and resources to help you during your furlough. Please check your [COMPANY] email for the full story.



Furlough Information – Email

SUBJECT LINE: Resources for You During the Furlough

Hello everyone,

As you have learned, because of the COVID-19 pandemic, unfortunately, your position has been furloughed.

A furlough is a temporary, unpaid leave of absence. At this point it's necessary since [COMPANY] has been shut down through the duration of the crisis. We know that it creates difficulties, and we regret having to make the decision. We're doing it do be as sure as we can that when the crisis ends [COMPANY] will bounce back quickly, and you can return to work.

We want to share some resources that can help you during the difficult weeks ahead.

List main resource sites (generally the labor or employment departments) for every state in which you have employees for both unemployment and workman's compensation information. For example:

- [California Employment Development Department](#)
- [New York Worker's Compensation Board](#)
- [US Department of Labor](#)
- [Federal Coronavirus Information](#)

If you have questions, please feel free to call HR at [PHONE-NUMBER]. Please, if you don't get through to us at first, leave a message and I promise you'll get a call back as soon as possible.

Best wishes, and I look forward to having you back on board soon.

Stay Safe!

[CEO-NAME]

Health and Safety

Use these templates to give people a reliable, single source of truth about how people can stay safe and healthy during the pandemic.



Health and Safety – SMS

There is a new email sharing tips on how you can stay healthy and safe during the COVID-19 crisis. Please check your [COMPANY] email for the full story.



Health and Safety – Email

SUBJECT LINE: The Latest on Staying Safe and Healthy During the Pandemic Outbreak

Team,

There is a lot of information flying around about steps to take and not to take for you and your family to stay healthy during the outbreak. Unfortunately, some of the information contradicts other information, and sometimes the information is just wrong. Here are the points all credible health experts agree on:

1. Social distancing is the best way to stop the spread of this, or any, virus.
2. Face masks are now recommended whenever you venture outside, whether it's for solo exercise or going to the store.
3. Wash your hands often. Handwashing should last about 20 seconds — and make sure you wash every part, including between your fingers and your often-overlooked thumbs.
4. Carry hand sanitizer that is least 60% to 90% ethyl alcohol in your car and use it immediately after visiting a public place (such as the takeout restaurant).
5. Take your temperature regularly, if not daily.
6. Keep your hands away from your face.
7. Clean all your household surfaces often.

Please visit sites for the [Red Cross](#), the [CDC](#), and your own local and state government sites, for the most current information.

Stay Safe!

[CEO-NAME]

CDC Updates

Use these templates to gather and publish new CDC guidance, rules or other critical information for your employees.



CDC Updates — SMS

There is a new email sharing tips on how you can stay healthy and safe during the COVID-19 crisis. Please check your [COMPANY] email for the full story.



CDC Updates — Email

SUBJECT LINE: Read the Latest Guidance from the Centers for Disease Control

Hello everyone,

<INSERT LATEST INFORMATION>

At this [page](#) the CDC publishes updates to its official guidance on behavior during the COVID-19 outbreak. Monitor that frequently and as each new, relevant, guidance is published, summarize it for your team. The following is just an example, using recent guidance.

[Here's the most recent update on guidance from the CDC:

CDC now recommends wearing cloth face coverings in public settings where other social distancing measures are difficult to maintain (such as at grocery stores and pharmacies) especially in heavily impacted areas.]

You can read all the guidance, and subscribe on your own to the CDC newsfeed for updates, at [this CDC web page](#).

Stay Safe!

[CEO-NAME]

Company Update

Use these templates to post any new steps or policies you're implementing to keep the business strong and employees safe. The content here offers suggestions and will have to be replaced with actual news.



Company Update – SMS

There is a new email with updates about the steps we're taking to keep you and your workplace safe and ready for your return. Please check your [COMPANY] email for the full story.



Company Update – Email

SUBJECT LINE: We're Keeping You and Your Workplace Safe

Team,

We wanted to bring you up to date on the steps we're taking to help keep you safe today, and to ensure your safety when we return to the office.

1. Regular washing and decontamination of all office areas.
2. Working vigorously with suppliers to keep our supply chains open and ready to kick back into action.
3. Helping team members who might be infected find the best resources.
4. Increased security to ensure there is no unauthorized access to our offices.
5. Strict quarantines for our staff that must still travel, especially if that travel is international.

Stay Safe!

[CEO-NAME]

FAQs

Periodically, bimonthly or monthly, gather together the most relevant or interesting questions from your team and publish them, and their answers, here.



Employee FAQs – SMS

There is a new email with more Frequently Asked Questions from you and your team members. Please check your [COMPANY] email for the full story.



Employee FAQs – Email

SUBJECT LINE: Answers to Questions You and Your Colleagues Have Recently Asked

Hello everyone,

We want to thank you for your sharing your questions and concerns with us. We make every effort to answer as quickly and completely as we can. Here are answers to some of the questions we received recently.

<QUESTIONS/ANSWERS HERE>

Your questions remain an important way for us to stay connected so please keep them coming.

Stay Safe!

[CEO-NAME]

Managing Stress

Use these templates to provide helpful hints for employees who may be experiencing anxiety about the pandemic, and about the quarantine.



Managing Stress – SMS

There is a new email with tips for managing stress during your quarantine. Please check your [COMPANY] email for the full story.



Managing Stress – Email

SUBJECT LINE: CDC Advice on Handling Stress During the COVID-19 Quarantine

Team,

The CDC recommends that you take the following steps to lessen the anxieties that can arise during a pandemic quarantine.

- Take breaks from watching, reading, or listening to news stories, including social media. Hearing about the pandemic repeatedly can be upsetting.
- Take deep breaths, stretch, or meditate.
- Eat healthy, well-balanced meals.
- Exercise regularly and get plenty of sleep. Solo walking and running is acceptable even during the quarantine.
- Avoid alcohol and drugs.
- Make time to unwind. Try to do some other activities you enjoy.
- Connect with others. Talk with people you trust about your concerns and how you are feeling.

Stay Safe!

[CEO-NAME]

