



COVID-19 HANDBOOK

AVOCADO SOCIAL



INTRODUCTION

This handbook provides a number of examples of how businesses are approaching Covid-19 either to reassure their customers and staff, or to offer acts of kindness to the wider public.

Use it for inspiration and examples for your own approach.

Contents:

1. Examples of reassurance
2. Content ideas

All images from unsplash.com, Twitter, Facebook and Instagram.

REASSURANCE

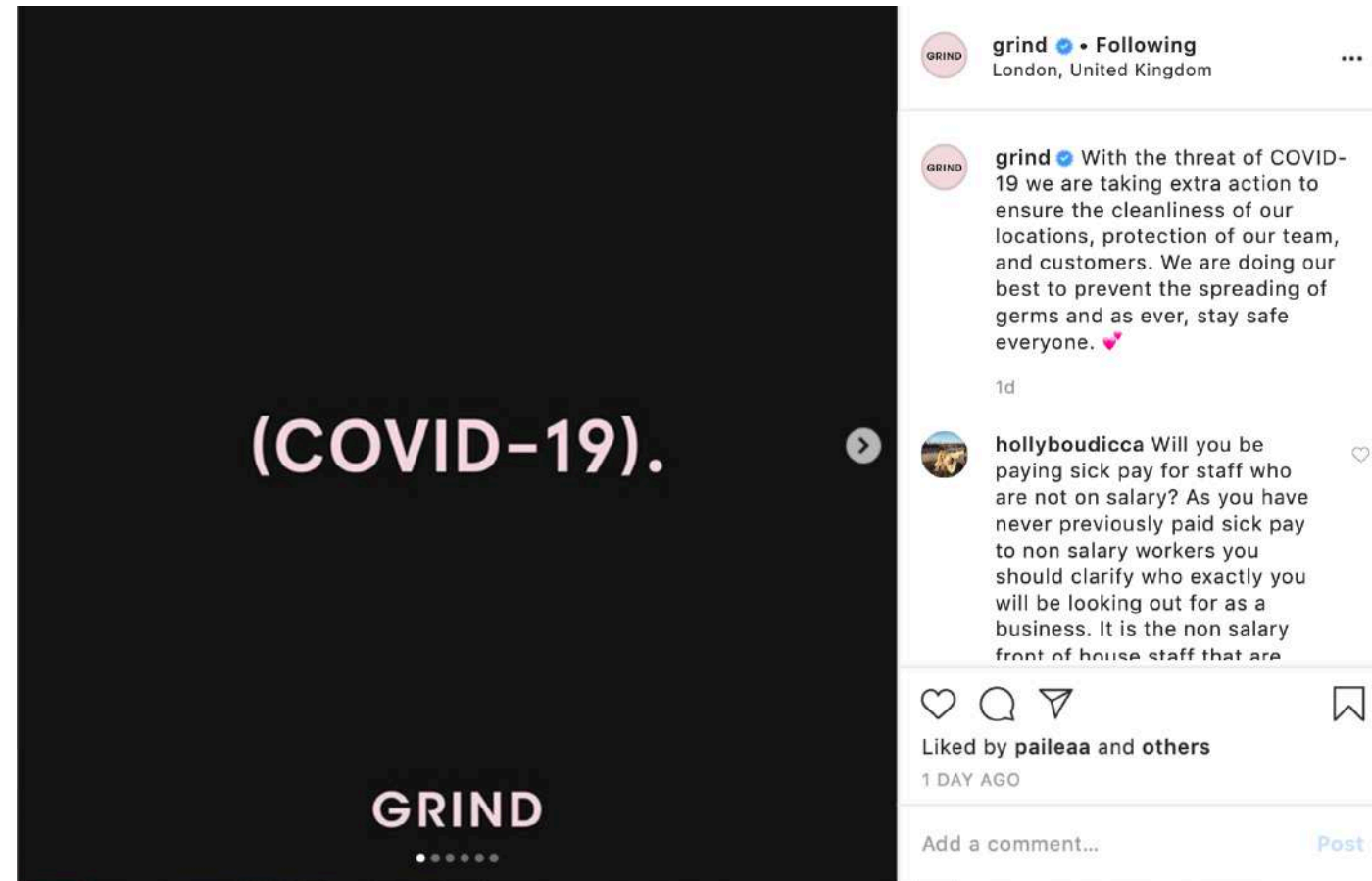
1. Grind (London, UK)

Multi-image post on Instagram used to make a statement.

Please note customer question about sick pay.
Good to have a response.

Link: <https://www.instagram.com/p/B9tnUM2HkPN/>

(Since moved to takeaway only offering)



REASSURANCE

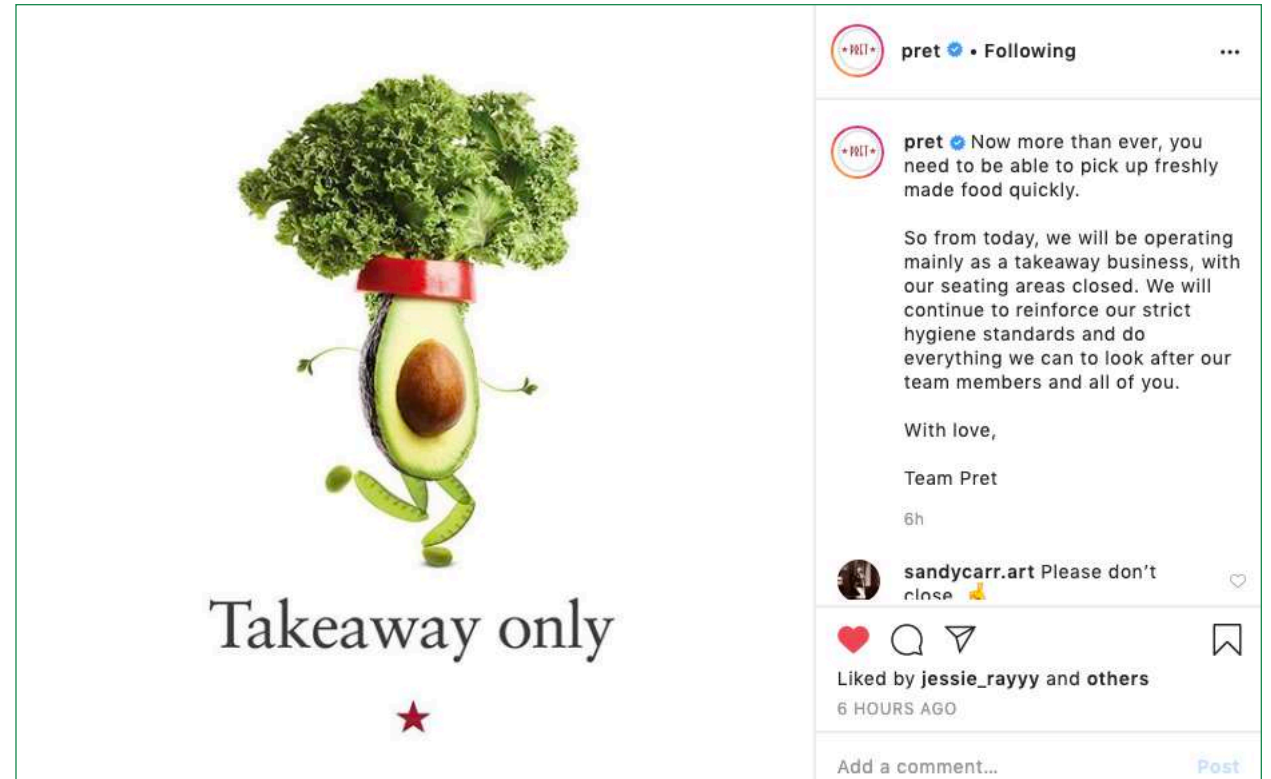
2. Pret A Manger

A move to takeaway only and offering free drinks and 50% off to NHS workers.

Link: <https://www.instagram.com/pret/>

Very quick to announce any key changes and communicates them well.

Great PR release too: <https://www.pret.co.uk/en-gb/How-Pret-is-responding-to-Coronavirus>




REASSURANCE

3. The Mercantile Hotel (Dublin, Ireland)

Email to customers and social media post.

Link: https://www.facebook.com/themercantiledublin/posts/3043651565668741:0?hc_location=ufi

Note this post was very early on.

**The Mercantile**11 March at 12:43 · 🌐

Please note the health & safety precautions in place due to the recent Covid-19 outbreak.

THE HEALTH AND SAFETY OF OUR TEAMS & CUSTOMERS IS AT THE FOREFRONT OF OUR BUSINESS & DUE TO THE OUTBREAK OF **COVID-19** WE'RE TAKING THE FOLLOWING MEASURES TO ENSURE MINIMUM EXPOSURE & MAXIMUM SAFETY IS APPLIED.

SOME OF THE MEASURES WE'VE PUT IN PLACE INCLUDE:


- WE WOULD KINDLY ASK CUSTOMERS TO PAY BY CARD ONLY WHERE POSSIBLE.
- ALL OUR TEAM MEMBERS ACROSS THE GROUP HAVE RECEIVED TRAINING TO ENSURE THE HIGHEST STANDARDS OF HYGIENE ARE PRACTISED AT ALL TIMES.



THIS INCLUDES REGULARLY WASHING THEIR HANDS WITH ANTISEPTIC HANDWASH PROVIDED & DISINFECTING ALL SURFACES WITH ANTIBACTERIAL SPRAYS.

- SANITISERS - WE ENCOURAGE OUR CUSTOMERS & ALL MEMBERS OF OUR TEAMS TO USE HAND SANITISER WHERE POSSIBLE.

WE ARE KEEPING A CLOSE EYE ON THE SITUATION IN ALL OUR VENUES & WILL CONTINUE TO FOLLOW ALL GOVERNMENT DIRECTIVES.

WE WILL UPDATE OUR CUSTOMERS WITH MORE INFO ON OUR POLICIES AS THEY CHANGE

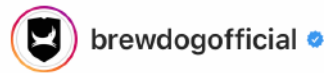

MERCANTILE

 You and 10 others6 shares

REASSURANCE

4. BrewDog

Launching Drive-Through service and new initiative to help make more hand sanitiser.



Liked by **friskafood** and **thousands of others**

brewdogofficial INTRODUCING BREWD OG DRIVE-THRU ... more

[View all 130 comments](#)

...



...



Liked by **lornablade** and **thousands of others**

brewdogofficial Say hello to Punk Sanitiser 🙌
To help with the shortages, we have just started working on making hand sanitiser at our... more

[View all 820 comments](#)

4 hours ago

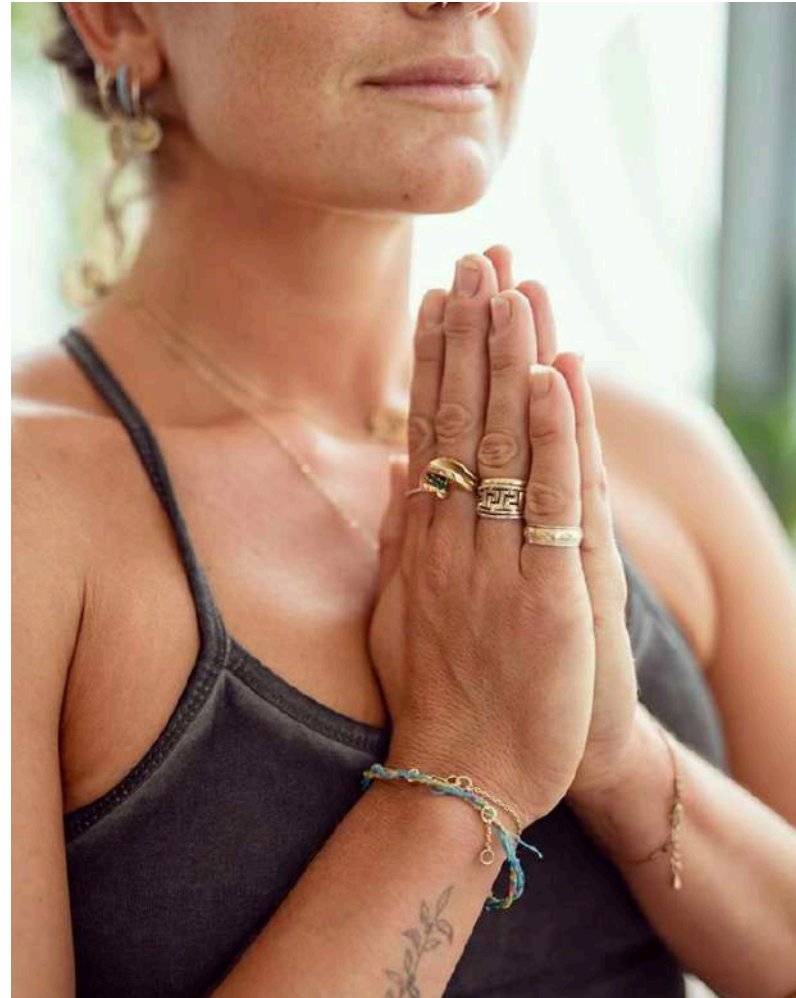
REASSURANCE

5. Kindred Yoga Life (London UK)

Email to customers, and post
across Facebook and Instagram.

<https://www.instagram.com/p/B9w5MfFHX7e/>

Now beginning to live stream
classes in light of new Government
advice.



REASSURANCE

6. UK Supermarkets

Posts across social media:

<https://www.facebook.com/>

[AldiUK/photos/a.](https://www.facebook.com/AldiUK/photos/a.223158217744988/2990254437702005/?type=3&theater)

[223158217744988/299025443770](https://www.facebook.com/AldiUK/photos/a.223158217744988/2990254437702005/?type=3&theater)

[2005/?type=3&theater](https://www.facebook.com/AldiUK/photos/a.223158217744988/2990254437702005/?type=3&theater)



Aldi UK

Yesterday at 07:00 · 🌐

To our customers,

We know that many of you are worried about the spread of coronavirus (Covid-19). We want to let you know that we are doing everything we can so that you and your families have the food and essentials you need.

We are working closely with the Government and our suppliers to keep food moving quickly through the system and making more deliveries to our stores to ensure our shelves are stocked. Those of us with online delivery and click-and-collect services are running them at full capacity to help you get the products you need when you need them.

We thank all our colleagues in stores and supply chains who are working day and night to keep the nation fed.

But we need your help too.

We would ask everyone to be considerate in the way they shop. We understand your concerns but buying more than is needed can sometimes mean that others will be left without. There is enough for everyone if we all work together.

Together we can make sure we are looking out for family, friends, neighbours. Together we will care for those around us and those who are elderly, vulnerable or choosing to remain at home.

We are doing all we can to rise to this challenge. Serving you and keeping you and everyone who works with us safe will always be our priority.

Working to feed the nation



WAITROSE
& PARTNERS

M&S
EST. 1884



Costcutter
Supermarkets Group

Sainsbury's
live well for less



TESCO

REASSURANCE

7. Martha Brook London

Inspiration on how to help yourself and others.

<https://www.instagram.com/p/B9180iXHmOf/>



marthabrookldn • Following
Brentford, United Kingdom

...



marthabrookldn How are you? It is such a weird time isn't it. Thought we'd share a few things that might you feel more in control if you've been feeling as wobbly as I have! 💕

I also wanted to let you know we are still here. Our utmost aim is to ensure the safety of our staff and community. We have been rigorously following all UK government guidance over the last few weeks, whilst also doing our very best to keep production going. ☐

We exist as a company to uplift and inspire and we hope that through all this we can continue do just that. It's hard to know what to post so I'm



Liked by **paula_marketingvc** and others

20 HOURS AGO

Add a comment...

Post

CONTENT IDEAS

During this worrying and difficult period, social media users are expected to increase.

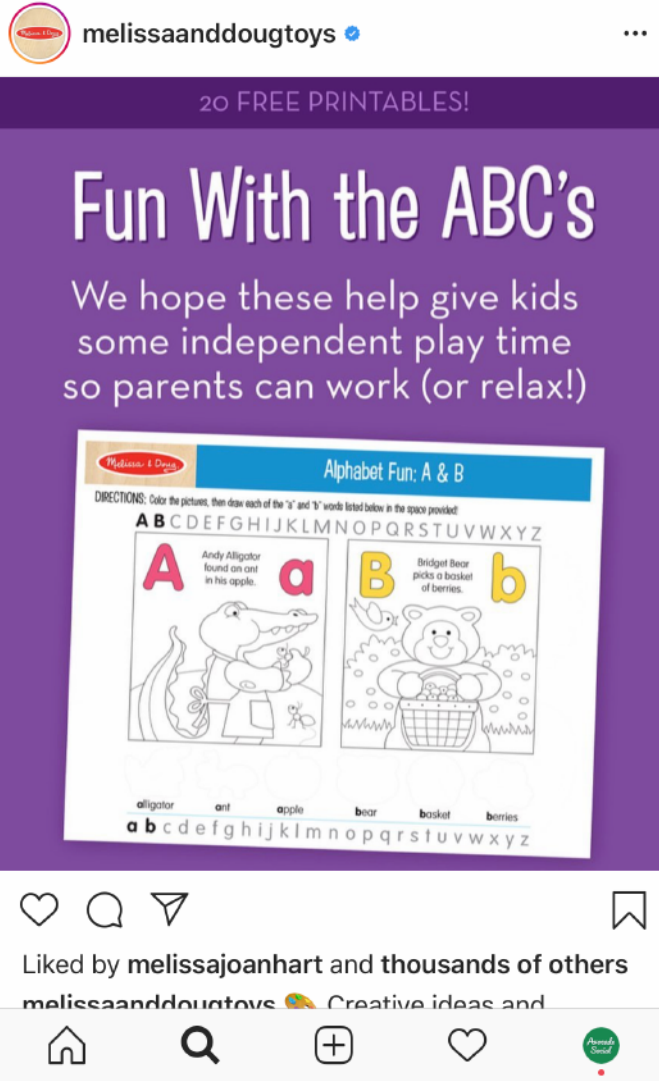
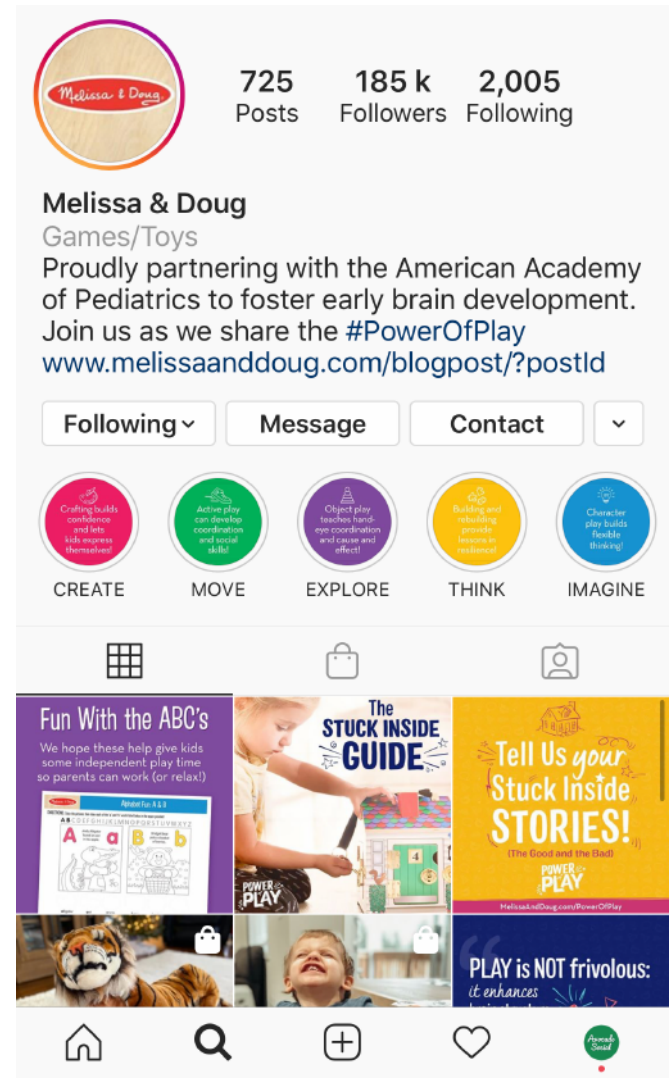
Audiences are either looking for **positive and light content** to distract them (but still make reference to being “at home” or “in isolation” - don’t just ignore what’s happening.

Or they may be looking for **hopeful and reassuring** content to give them confidence. We have included some content ideas on the next page...

CONTENT IDEAS

- Recipes and cook-a-longs
- Activities at home (games, home decor, activities with kids, gardening)
- Exercises at home
- Competitions and giveaways
- Takeaway food or recipe boxes
- Featuring customer stories of self-isolation
- Entertainment - live gigs, comedy, podcasts
- Mother's Day appreciation
- Easter holiday ideas at home
- Home improvement ideas
- E-learning and new skills

CONTENT IDEAS



CONTENT IDEAS



Deliveroo @Deliveroo · Mar 14

If you could share a takeaway with any celebrity, who are you picking and what food are you getting? 🤔 #SaturdayNightTakeaway 🍔🍕

25



4

15



Tesco @Tesco · Mar 14

Got a story to share about the special mum in your life? With Mother's Day approaching on March 22, we'd love to hear from you. Share your photo and story below!

#HappyMothersDay 🌸 #EveryMum

29



2

17



Pure Gym

12 March at 07:45 · 🌐

Many of us spend our days sitting and working at a desk, which can often trigger lower back pain. It's easy to forget our posture when we're busy at work so here are a few simple tips and stretches to help prevent back pain which you can try implementing today. @kaypuregym

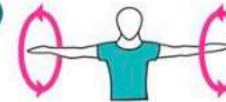
STRETCHES YOU CAN DO AT YOUR DESK

1



NECK CIRCLES

2



ARM CIRCLES

3



WRIST STRETCH

4



SEATED SPINAL TWIST

5



SEATED FIGURE 4



PUREGYM INSIDERS

@KAYPUREGYM



110

58 comments 19 shares

Like

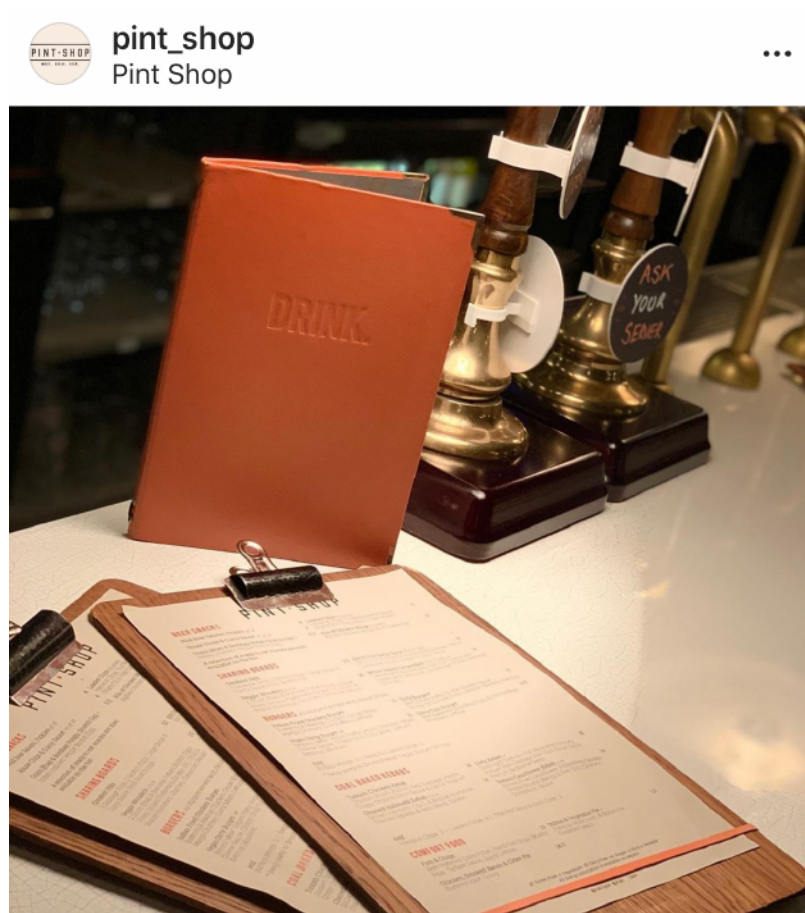
Comment

Share

Buffer



CONTENT IDEAS

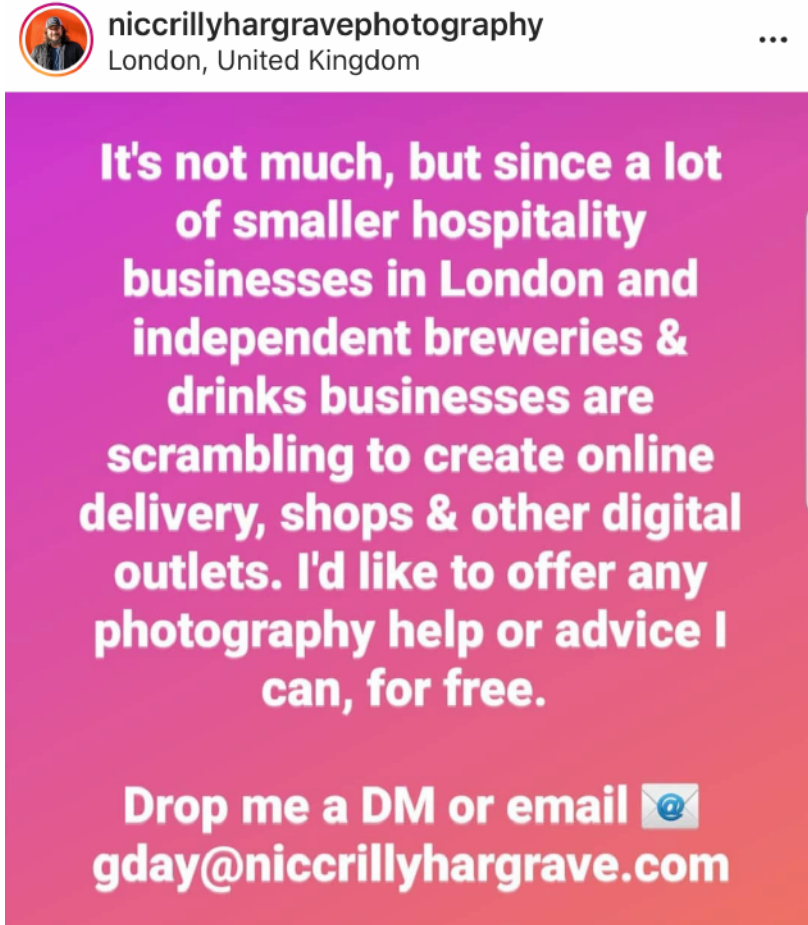


Liked by **katykicker** and **others**

pint_shop We will be offering takeaway services from tomorrow.. watch this space for menus and drinks available to order over the phone.. our... more

[View all 6 comments](#)

avocadosocial Great thinking 🙌

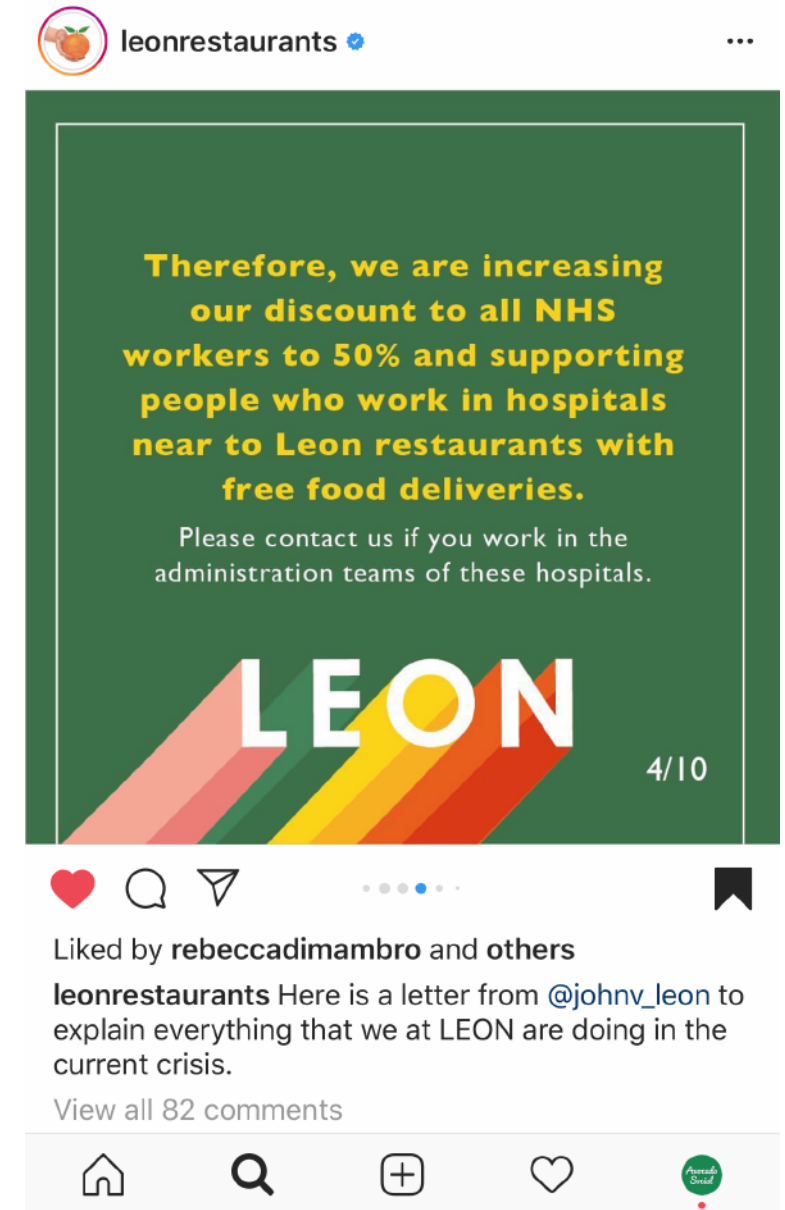
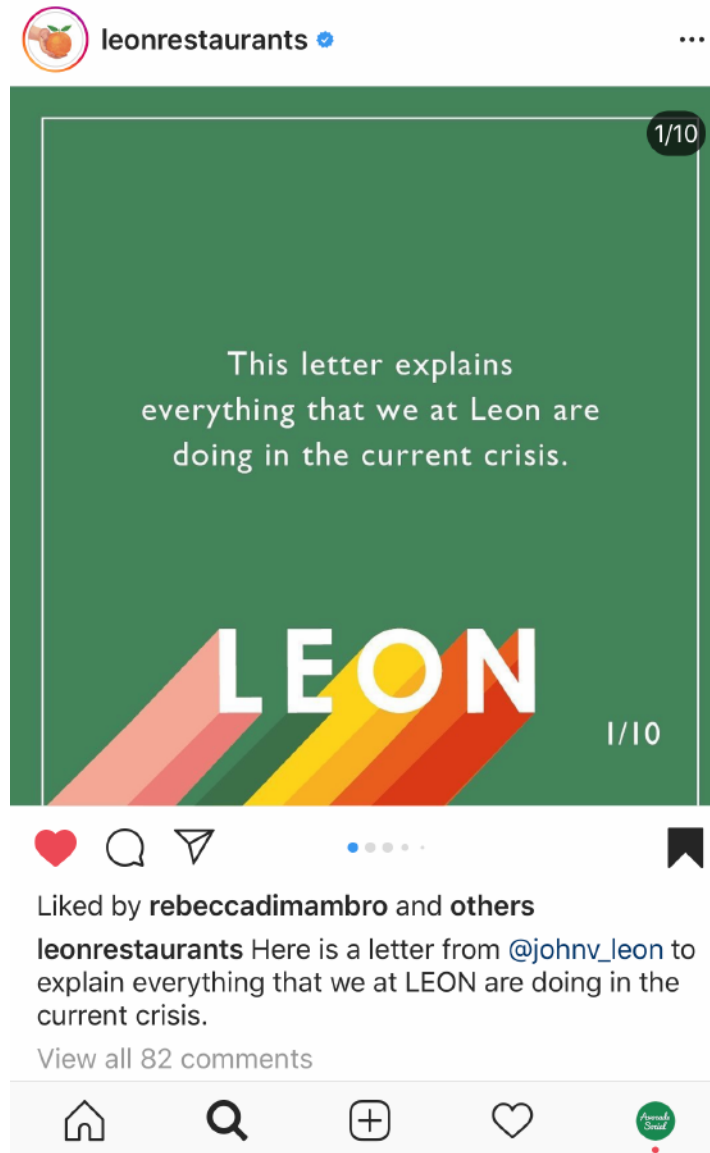


Liked by **pizzaunion** and **others**

niccrillyhargravephotography As a freelance photographer for the hospitality industry, it's been horrible watching the wringer that it's... more



CONTENT IDEAS



CONCLUSIONS

This is not an easy time for anyone at the moment - individuals, families and businesses.

It is a dynamic situation and will continue to evolve.

Please do continue to support businesses in any way you can. Feel free to share this report and credit us @avocadosocial.

Stay safe and healthy.

Thank you.