Various Email Templates for Communicating to Clients, The Public, and Staff

Feel free to edit the templates to fit your situation and needs.

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Client Email Notification Template

It's important to provide communication to clients regarding your status and what you are doing considering the current situation. If are open or closed, you need to keep your stakeholders informed.

If you are operating, is your location open to the public? If yes, what can people visiting expect? If you are enforcing social distancing, what are your procedures? These are just a couple of sample questions that you may want to address when communicating:

POC = means Point of Contact
FName = First Name

<mark>**This is a sample email notification to clients or customers regarding your business continuity during the COVID-19 situation. Please edit to fit your needs**</mark>

EMAIL SUBJECT: COVID-19 and <<Your Company>>

Hi << POC FName>>,

As COVID-19, otherwise known as the Coronavirus continues to spread around the world, we have taken measures to ensure that our team is protected and that we are still here for you. Toward that end we **<<**insert what you have done here (e.g. *asked our employees to work from home*)**>>**.

Sample language expounding on this:
<<We have asked our team members to work from home. They all have secure, remote access to all of our systems and information which will allow them to provide service to you. We have set them up to be able to service you as if they were in the office.

We have a virtual assistant answer phones, and they have transfer and forwarding information so that you are able to access our team members as you normally would. All physical mail operations are also continuing as usual. We are here, ready to help and serve you.**>>**

We are committed to the protection our employees and our **<<clients or customers>>** and ensuring that we are here for you. At <<your company name>> it is Business As Usual!

If you have any questions or want more information, please don't hesitate to call us at **<<your number here>>**.

Here is another, more generic less *personal* example:

Dear << POC FName>>,

As we continue to monitor Coronavirus (COVID-19) developments closely, the health and well-being of our clients, and their employees, and our vendor partners is of utmost importance to us.

As a critical partner to your business, we also understand that limiting any impact this health event could have on our service to our clients is imperative. We are intensely focused on our efforts to maintain a safe, healthy work environment for our employees, and to sustain our business operations.

Security, safety and well-being is integral to our products, business processes and infrastructure. We have a robust Business Continuity Plan in place who are committed to keeping our operations running smoothly so that we can provide you with the best possible service.

Due to the uncertainty of the virus' spread and the elevation by the WHO to pandemic, we have activated our Business Continuity Plan, which includes:

- Enabling work from home capabilities

- Seamless delivery of services and support to our clients

- Disseminating information and best practices to prevent the spread of COVID-19

- Ensuring all aspects of the business are accounted for so that we operate "business as usual" for our clients and partners

- Eliminating all non-essential business travel

We will continue to monitor the situation and adjust accordingly to ensure that essential services remain operable. <<Your Company>> unwaveringly believes in supporting our clients during these emergency situations, and we will continue to use every effort to deliver uninterrupted essential services to you.

Staff Email Notification Template

Subject line: Coronavirus preventive measures

Hi {fName},

I hope you and your loved ones are all healthy.

As we monitor the situation and follow the guidance of local authorities and the World Health Organization, we have decided to make work-from-home mandatory across the company.

Starting from [date] you're all asked to work from home – our offices will be open in case you need to pick up equipment or supplies (e.g. laptops, notebooks, chargers, etc.) or coordinate some details with your colleagues.

You can find here [link] comprehensive guides on how to work remotely effectively and what tools to use in order to keep being productive. Get in touch with your manager and team members to discuss best ways to connect virtually.

[You can also include specific, official guidelines from the government that may apply, such as pay to hourly employees, additional parental leave, etc.]

At this point, we can't tell for how long we'll have to work remotely but rest assured we'll do anything we can to help you adjust to this new virtual work environment. This is a measure we need to take to protect our health but also minimize the risk of further spreading the virus.

I (we/the HR team/management/ownership) am/are always available to discuss any questions or concerns you may have. If you're unsure about something, simply ask and we'll find a way to make it work for everyone. Above all, we want to remain safe, healthy and calm.

Thank you,

[Your name]
[Your email signature]

Emails to send to staff regarding need for increased security

SUBJECT: How to spot a phishing e-mail

It's the perfect time for hackers to send e-mails with dangerous malware and viruses. Right now, your inbox is probably filled with "COVID-19" subject lines and coronavirus-focused e-mails.

Hackers are even using a fake Government e-mail address from the likes of The Center For Disease Control and the World Health Organization to spam inboxes to try and trick people to open attachments or click infect web links.

How can you tell a phishing e-mail from a legitimate one? Here are a few telltale signs:

- Look closely at the e-mail address to make sure it's spelled correctly.
- Hover over any links in the e-mail (but DON'T CLICK) to see the ACTUAL website you'll be directed to. If there's a mismatched or suspicious URL, delete the e-mail immediately.
- Watch for poor grammar and spelling errors.
- Never download an attachment unless you know who sent it and what it is.
- NEVER initiate a financial transaction until you verify in person or by phone the request is legitimate and DO NOT send confidential information by email

When in doubt, call the person who supposedly sent the e-mail on the phone to verify that it is legitimate.

Stay vigilant as hackers have increased their efforts to take advantage of these uncertain times

Thank you,

[Your name]
[Your email signature]