

# COALITION COMMUNICATION: Business

10/30/2020



## COVID-19 MESSAGING

 **Governor Mike DeWine**  @GovMikeDeWine · Jun 2

NEW: Appalachian Growth Capital Loan Program

@OhioDevelopment and the Governor's Office of Appalachia will provide \$10 million to help **small businesses** in Ohio's Appalachian region.

45 39 111

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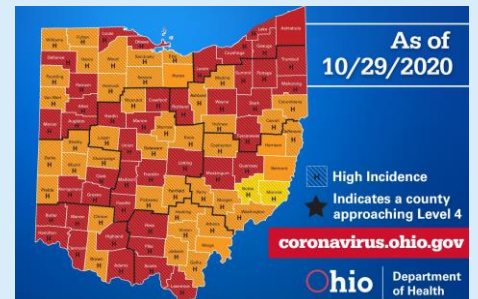
NEW: @LtGovHusted: We are announcing the creation of the **Ohio** Micro-Enterprise Grant Program. This initiative will help **small** minority- and women-owned **businesses** through the current crisis and set them up to thrive in the future.

75 100 369

## KEY STATS

Data as of 10/29/2020

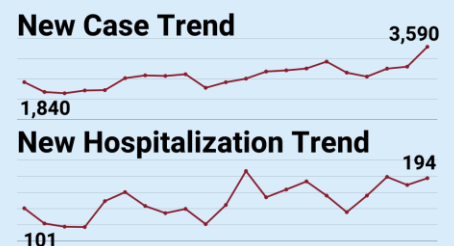
### Public Advisory System



## INDUSTRY INFORMATION

- Do you need PPE? The Ohio Manufacturing Alliance can help you find it from Ohio manufacturers. Visit [RepositingProjects.com](https://repositingprojects.com) for additional information.
- Resources are available to help business owners navigate the current health crisis and prepare for a strong future. Visit [BusinessHelp.ohio.gov](https://businesshelp.ohio.gov) for additional information.
- Exporting can boost your sales during this time. Learn about services available to your business in a webinar Nov. 16 hosted by the Development Services Agency and the Ohio Manufacturers' Association. Click [here](#) to register.

## 21-Day Trends





## SUGGESTED SOCIAL MEDIA POSTS

Keeping our customers and employees safe is our number one priority. The Ohio Emergency PPE Maker's Exchange helps businesses find PPE made right here in Ohio. Check it out at: <https://repurposingproject.sharetribe.com/> #InThisTogetherOhio #OhioSmallBiz

COVID-19 has impacted us all in one way or another. Fortunately, there's resources to help through the crisis, and to prepare for a strong future beyond it, at [BusinessHelp.Ohio.Gov](https://businesshelp.ohio.gov) #InthisTogetherOhio

With the holiday season just around the corner, it's important now more than ever for everyone to #SupportLocalOhio. Ohio businesses, like us, are [making sure everything is clean, our employees are well, our customers social distance & everyone wears a mask\*] so we can all be safe.

\*Can insert state issued safety precautions of your choosing.

## TALKING POINTS FOR YOU

- We're implementing safety protocols for our customers, employees, and vendors. We require a mask in our facility and ask all individuals to maintain social distancing (6 feet).
- Employees that don't feel well should stay home and shouldn't return to work until at least 24 hours have passed since they had a fever without fever-reducing medicine.
- By practicing safety protocols, we are returning to work responsibly and doing our part to control the spread of the virus.
- COVID-19 has impacted us all in one way or another, remember you can find more information and resources on [coronavirus.ohio.gov](https://coronavirus.ohio.gov)

## RESOURCES

### HASHTAGS TO USE

#InThisTogetherOhio  
#OhioSmallBusinesses  
#ResponsibleRestartOhio  
#MasksOnOhio  
#StaySafeOhio

### VIDEOS TO SHARE

[Dominos](#)

[Coaches Meyer and Tressel](#)

[Why I Wear a Mask](#)

### FACT SHEETS & RESOURCES

[Responsible Protocols Fact Sheet](#)

[Workplace Posters and Signs](#)

[Workplace Check lists](#)

[Travel Advisories](#)



## WAYS COMMUNITY LEADERS CAN HELP

- Post on social media to describe how you are working to keep your employees and customers safe (and what they can do to help you maintain a safe environment) using the suggested hashtags.
- Submit Letters to the Editor to local news outlets that support the “COVID-19 Key Messages.”
- Participate in local media/radio interviews to support “COVID-19 Key Messages,” and help showcase how you and your colleagues in the industry are supporting Ohio’s Responsible restart.
- Film PSA’s from business/sector/industry leadership using the messaging outlined in this document. Send those to members and post them on websites/social media.
- Develop a COVID-19 Resource page for your website and share that page on social media using the suggested hashtags.
- Utilize local speaking opportunities and virtual meetings to reiterate the messaging in this document.
- Send out regular communications to your network and ask members to post personal messages on social media. This could include a regular newsletter or message to your full company/organization.
- Leverage relationships with “local celebrities” and ask them to promote your efforts as well.

## KEY MESSAGES

We can control the spread of COVID-19 through what we do every single day.

### WEAR A MASK



### WASH HANDS OFTEN



### SOCIAL DISTANCE



It is still recommended that you stay home as much as possible. Work from home if you can.

## HELP US HELP YOU!

We want to help you communicate to your member, employees, and others in your circle of influence. If we can help you assemble materials or if you have suggestions for **the Ohio Development Services Agency** team please contact **Penny Martin** at (614) 425-8342 or by emailing [Penny.Martin@development.ohio.gov](mailto:Penny.Martin@development.ohio.gov)