



Updates, Important Messages and Events

Ensure important messages are prominently displayed on your homepage, and that they are current and specific. Include dates that the information was updated.

Review all webpages for any information that needs to be updated, added or removed.

Review any Facebook Events to ensure information is still accurate and relevant.

Hours, Contact Info and Reviews

Ensure hours and contact info are accurate on your Webpage. Specify date of any changes.

Ensure hours and contact info are accurate on your Google My Business Page.

Ensure hours and contact info are accurate on your Facebook profile.

Monitor Google Reviews closely. New Google Reviews from the past couple of months may have been delayed but Google has said they will be “gradually published”.

Social Media

Review your Facebook profile’s “About” section.

Review your Twitter bio.

Review your Instagram bio, including the link.

Review pinned messages on Facebook and Twitter to ensure they are still relevant.

Review ALL social media profiles your organization manages. Ensure the messaging is updated and relevant to your current situation.

Temporarily deactivate or delete any profiles you no longer wish to update to avoid confusion and out of date information.

Adjust social media strategies to current situation.

Ensure that everyone who has access to your social media is aware of the new strategy.

Physical Distancing Digital Marketing Checklist



Online Advertising

- Review Google Ads and update if needed
- Review Facebook Ads and update if needed
- Review Instagram Ads and update if needed

Planning

- Brainstorm and plan your strategy for changes that might come, both good and bad.
- Ensure your Google Analytics is collecting data. This data will help your planning.
- Create contingency plans for different situations.
- Curate trusted sources of information and advice. This can include news outlets, blogs, social media, podcasts, people in your industry, and digital marketing professionals.
- Stay positive and look for opportunities.

If you have any questions please contact us by phone at (780) 473-4600 or by email at info@digitaltea.com.