

# COALITION COMMUNICATION: Business



## COVID-19 MESSAGING

**Governor Mike DeWine** @GovMikeDeWine · Nov 4  
Safety doesn't take a break. If you have a business with a break room, you can use this printable sign to remind employees of the importance of social distancing: [bit.ly/363f7AH](https://bit.ly/363f7AH) #ResponsibleRestartOhio #InThisTogetherOhio



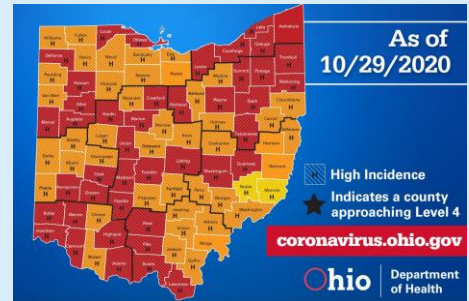
**Lt. Governor Jon Husted** @LtGovHusted · 5h  
@OhioDevelopment is reviewing the applications - nearly 1,500 have been approved.

More information about the program and the application can be found at [BusinessHelp.ohio.gov](https://BusinessHelp.ohio.gov).

## KEY STATS

Data as of 11/05/2020

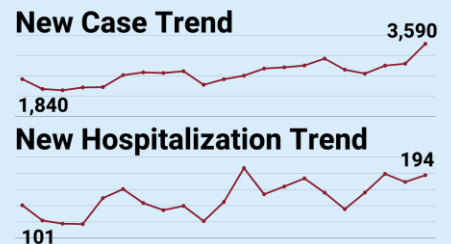
### Public Advisory System



## INDUSTRY INFORMATION

- Do you need PPE? The Ohio Manufacturing Alliance can help you find it from Ohio manufacturers. Visit [ReproposingProjects.com](https://ReproposingProjects.com) for additional information.
- Visit [BusinessHelp.ohio.gov](https://BusinessHelp.ohio.gov) for resources to help Ohio businesses navigate the COVID-19 health crisis.
- Ohio businesses can post job openings and search for resumes to find candidates to fill open positions at [OhioMeansJobs.com](https://OhioMeansJobs.com).
- If an employee is diagnosed with COVID-19 remember to: contact your local health department and work with them to identify potentially exposed individuals; and professionally clean and sanitize your office/location.

## 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](#)  
[#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

- Requiring a mask in our facility and asking all individuals to maintain social distancing (6 feet) protects the health of our employees, customers, and their families.
- We have reduced our capacity so we can adhere to social distancing guidelines. It is one way we are working to keep our customers safe and ensure we're helping to slow the spread of COVID-19.
- Cases are spiking and at an all-time high. But we can defeat COVID-19 by
  - Sticking to our basics: masks, social distancing, wash your hands etc
  - Protect the most vulnerable
  - Go on the offense with the pending vaccine
- By practicing safety protocols, we are protecting our employees, customers, and supporting our community's effort to slow the spread of the virus.

## RESOURCES

### HASHTAGS TO USE

[#InThisTogetherOhio](#)  
[#OhioSmallBusinesses](#)  
[#ResponsibleRestartOhio](#)  
[#MasksOnOhio](#)  
[#StaySafeOhio](#)

### VIDEOS TO SHARE

[Rise to the Task, Wear a Mask](#)

[Dominos \("Don't Let Up"\)](#)

[Coaches \(Jim Tressel and Urban Meyer\)](#)

[Mousetrap \(social distancing\)](#)

### 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 PSAs 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 safety 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)**