

DIGITAL COMMUNICATION TIPS FOR SOCIAL DISTANCING

VIDEO

- Schedule virtual meetings to check-in with your team, clients, and partners
- Have video brainstorming sessions to talk through ideas and projects
- Send a quick video message instead of an email or text
- Send follow up videos after meetings and check-ins
- Send personalized birthday video messages

Video messaging applications:

Marco Polo, BombBomb

Video conferencing applications:

Zoom, GoToMeeting, Skype, Google Hangouts

TEXT

- Use text for a quick response to initial lead contact
- Ask your customers if they would like to receive texts
- Use text to schedule calls or check availability
- Respond quickly and efficiently to questions
- Text links to resources & helpful information
- Request customer reviews after closing



SOCIAL MEDIA

- Respond to content (stories and posts)
- Connect individually with strategic contacts and partners
- Share relevant and thoughtful leadership content
- Spend strategic time on social media rather than mindless newsfeed scrolling
- Reach out to the elderly and disconnected

TEAM COLLABORATION TOOLS

- **Google Drive** for collaborative documents
- **Slack** for team communication
- **Asana** or other project management tools to stay organized and on track
- **Miro** for collaborative brainstorming sessions

