



Digital Main Street COVID-19 NOTICE

The DMS squad is here to help you through the crisis.

This notice is to inform business owners that Digital Main Street program will continue in the days and weeks ahead, however all consultations with business owners will be done over the phone. In addition, the DMS will host videos and/or livestreams on Facebook at [@digitalmainst.muskoka](https://www.facebook.com/digitalmainst.muskoka) that will provide creative ideas for business owners across the region. Be sure to follow us on social media in order to stay up to date! Workshops are still in the works however we are now looking at late April or early May before we will host them. We will keep you updated as we move forward.

In the meantime, here are some tips about social media posts in light of current events:

What NOT to do

1. Don't feel pressured to comment on current events. If your company's operations have little to no relevancy regarding COVID-19 than your post will look out of place
2. Don't post political memes and toilet paper jokes on your 'business' accounts, leave that cheese for your personal page
3. Don't vent or complain; your customers don't need to be reminded of your woes
4. Leave the health reports and news updates to CBC

What to DO

1. Keep featuring your business, your products and your services
(*now's the time to up your game and showcase your brand's story*)
2. Create extra engagement with campaigns and contests, such as 'Tag to Win' promotions
3. Get creative and use Facebook livestream and Storyboard. For example; teach a yoga class on Facebook live-stream or post your restaurant's daily features on storyboard
4. Share your store hours and any changes in your day-to-day business protocol
5. Encourage other business owners to work hard, and to push through this difficult time

Please reach out to the DMS team to book your consultation at digitalmainstreet@wellknowncompany.com or connect with us with your inquiries.

Thank you,
The DMS Squad