



If our office is closed, should we mark our business hours as closed on Google My Business?

Definitely not! If you're still selling online, taking appointments, or offering video/virtual/self tours, then you are very much open for business. Customers need to know that. Instead of marking your business as closed, provide a Post with links to your current procedures. You could share a photo or update your business cover photo, too. If you have a chatbot on your site (and you should) don't forget to update information on there as well.

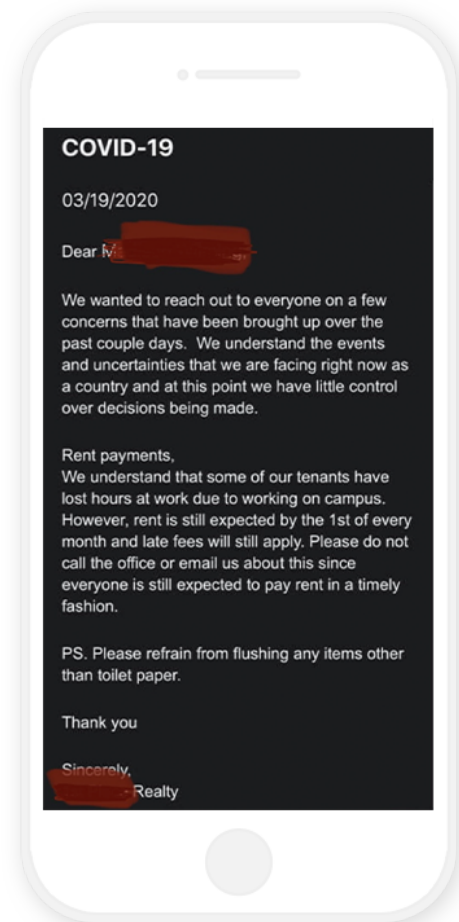
The last thing people need now is more confusion and hassle. Make it easy for them to see you're open and ready to serve their needs.



Watch what you say.

Every message you send right now is an opportunity for your business to make the front page of the newspaper, on the local nightly news, or become a trending topic on Twitter. That can be a great opportunity, or it could be very, very bad for your business. Choose wisely before you hit send or post that flyer on the door.

This post went viral within minutes of being shared on Facebook and Reddit. The Facebook and Google reviews for this company plummeted within hours. A simple email to their tenants ruined their reputation.



Remember:

Lead with empathy, compassion, and humanity.



Take care of your team.

Richard Branson said take care of your team, and your team will take care of your business. This is more true now than it has ever been. It's trying times for all of us. But make sure you're taking care of yourself, too.

Need support? Drop us a line at Support@30lines.com we're here to help.