



How businesses can respond to the coronavirus using Workplace



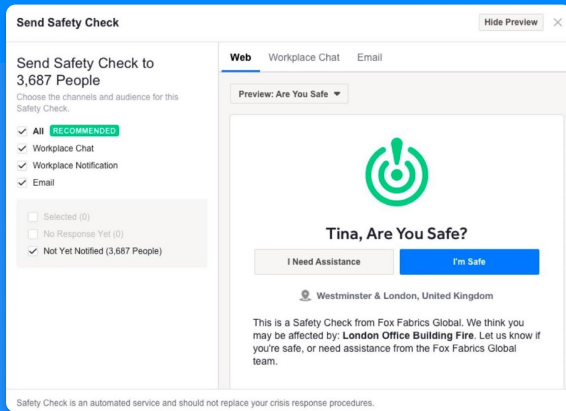
from
FACEBOOK

The recent outbreak of the novel coronavirus, also known as 2019-nCoV, has impacted businesses all over the world. Maintaining open lines of communication with employees is even more important during such periods of uncertainty. Workplace is committed to building meaningful connections between employees and businesses and has launched this playbook to help Workplace customers like you to stay connected to employees during this challenging time. You will also find practical use cases of how other companies are using Workplace.



1.

Keep yourself safe and informed



Stay up to date on the situation by monitoring official sources like [WHO](#) and your local government health department. It's important to stay informed of any developments so you can respond quickly to changes that may affect you or your business.

Within your business, use Safety Check to allow your employees to mark themselves as safe. Delta Airlines used Workplace's [Safety Check](#) feature during hurricane season in the US last year, allowing impacted staff members to mark themselves 'safe' and let their employer know they were out of harm's way.

2. Highlight important announcements

To proactively inform and educate your employees, consider creating an announcement post on your Workplace Profile, website, Facebook Page and Instagram Business Profile. You can pin important announcements to the top of your Workplace account for ease of viewing.

Your post might include information about the measures you're taking to make your business safe, as well as your approach to handling employee queries during this period. You can convey such information across various communication channels using Workplace which we cover in detail later on.

3. Consider alternative channels



In case you need to postpone or cancel any planned events as a result of the outbreak, you could consider using alternative channels for hosting or facilitating these events, while still keeping your employees engaged. For example, you could turn a physical workshop into an online webinar, or your Workplace account to organize live sessions.

Learn more about hosting a [Live session on Workplace](#)

You could also extend remote working capabilities beyond your workforce to all the partners and customers you work with, using Multi-Company Groups (MCGs). At Workplace, we're encouraging employees to coordinate and collaborate with the thousands of partners we work closely with, using MCGs and video calling.

Learn more about [Multi-Company Groups \(MCGs\)](#)

4. Respond to employee queries

Equip your management team with guidelines and resources on how to best handle queries related to the coronavirus. Consider drafting template responses across your Workplace groups and any other communication channel where your business has a presence.

It's vital to be responsive and to provide your employees with visibility and transparency during this period. Handling a high volume of inquiries whilst ensuring responses are timely and accurate is key. Consider what information your employees will be seeking.

Encourage your Leadership to go Live to provide assurances and support. Recently, two of our Australian-based customers, Taronga Zoo and Ambulance Victoria, used Workplace to share live updates with their entire workforce during the widespread bushfire crisis.

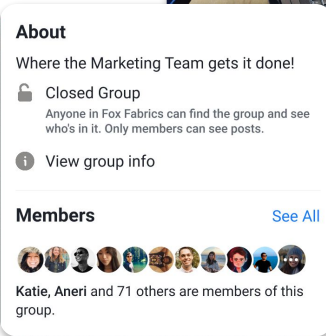
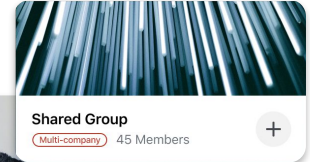
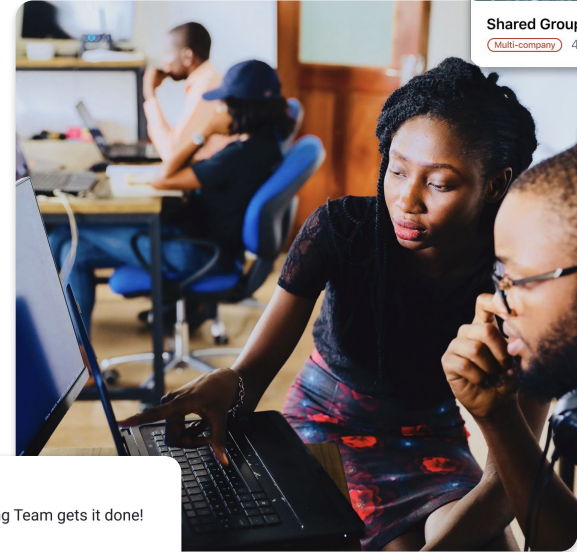
5. Provide clarity through FAQs

It's a good idea to think about questions you're likely to be asked and to prepare FAQ responses that provide as much visibility and reassurance as possible. Create an open group to provide a single source for updates and safety recommendations and then ensure these high-signal updates reach everyone effectively by marking them as important.

A practical guide

If you would like to maximize how you can use Workplace virtually to communicate and collaborate with employees, ensuring that your business can operate during the coronavirus outbreak read on. We have put together the answers to six commonly asked questions which Workplace can help you to solve:

1. [How to get a health/travel declaration from all employees?](#)
2. [How to run a team meeting when employees are working remotely?](#)
3. [How to continue regular 1:1s with your manager when working remotely?](#)
4. [How to collaborate on a project in a virtual environment?](#)
5. [How to manage crisis communications across the organization?](#)
6. [How to publish safety and hygiene tips using short video clips?](#)



1. How to get a health/travel declaration from all employees?

Use the Survey feature to collect travel declaration or body temperature daily from employees. Customers have shared that this is effective in achieving:

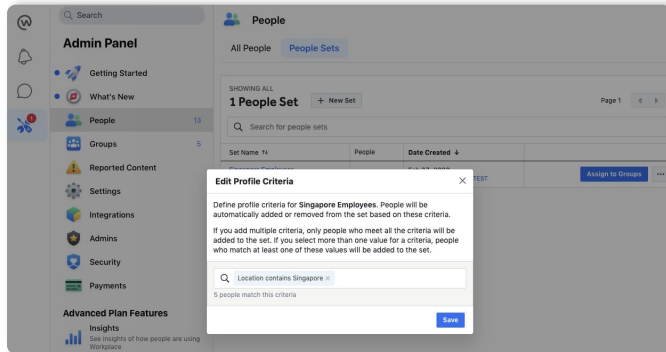
Learn more about the [Survey feature](#)

Close to a
100%
response rate

Compared
to a typical
60%
Response rate
via email

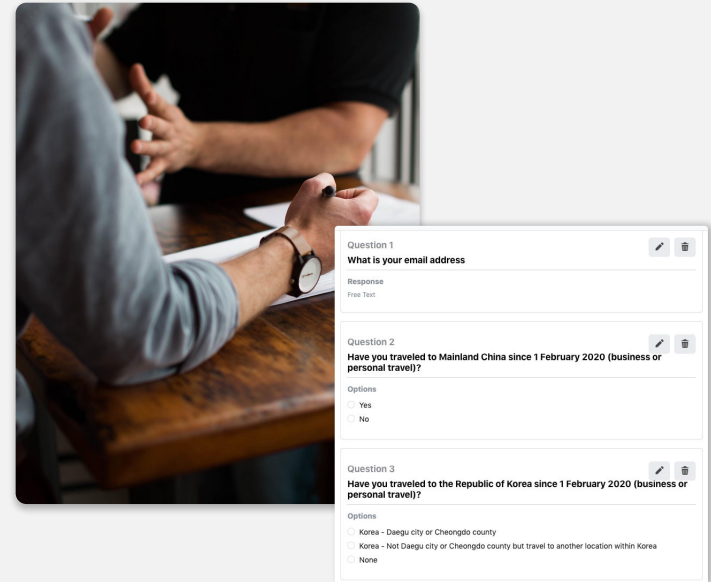
Create a People Set that contains the intended audiences.

1. You can create an automated People Set based on profile fields, such as “everyone with Location = ‘Singapore’”.
2. You can also create a People Set manually by uploading a csv of email addresses.



Create a Survey containing a maximum of five questions.

As a Survey is primarily designed for use cases such as micro-pulse, it is configured to be anonymous so remember to include the first question to identify the user e.g. What is your name?



Assign the Survey to the target audiences, either using your previously created People Set or by uploading a CSV file of email addresses.

Draft Active Completed

All Surveys > Edit Survey

Edit Survey
Step 3 of 4

- 1. Details ✓
- 2. Questions ✓
- 3. Recipients ✓
- 4. Duration ✓

Who would you like to send the survey to?

People set Manual list

You can create a new people set in the Admin Panel. Changes to the people set will be reflected between survey runs.

Search for a people set

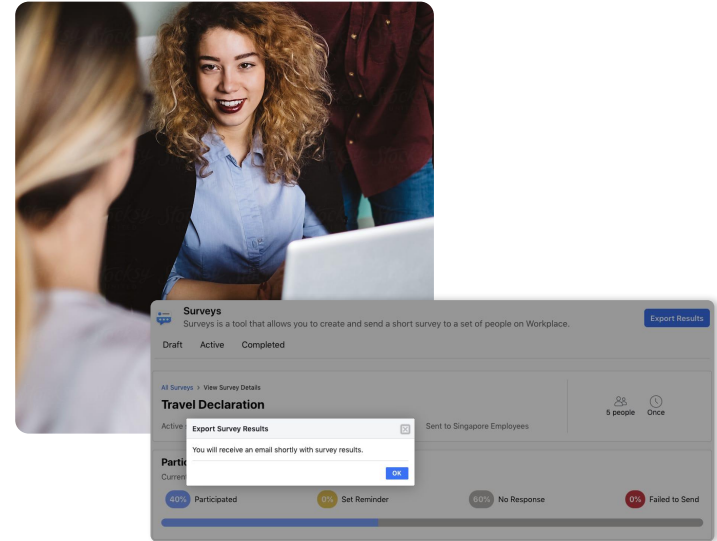
Selected set:

Singapore Employees
5 people

Preview Survey Back Continue

Decide whether you want to run the survey once or more regularly depending on your business needs. Once the Survey has gathered more than four responses, you will be able to extract the results.

For more help on how to set up a survey read our full guide [here](#)



2. How to run a team meeting when employees are working remotely?

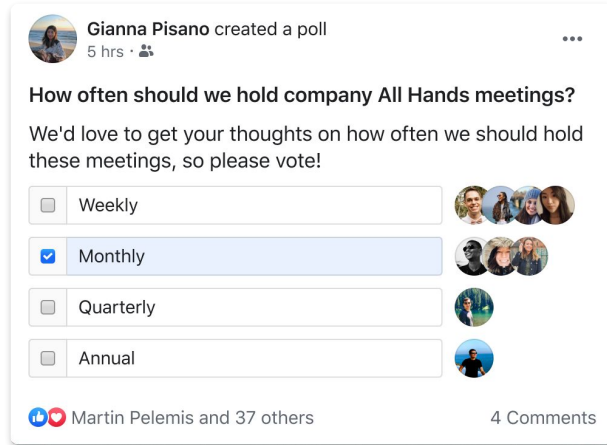
Create a Teams & Projects Group for your team if you don't already have one.

Here is more detail on how to create a [Group](#)



Run a poll to find a suitable time for everyone, and to identify topics to set the agenda.

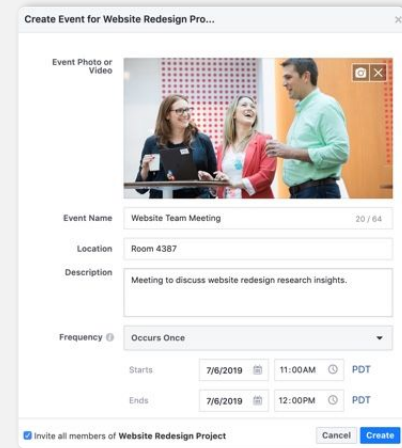
Here is more detail on [how to run a poll](#)



A screenshot of a Facebook poll post. At the top, it says "Gianna Pisano created a poll" with a profile picture and "5 hrs · 🧑". The poll question is "How often should we hold company All Hands meetings?". Below the question is a text prompt: "We'd love to get your thoughts on how often we should hold these meetings, so please vote!". There are four radio button options: "Weekly", "Monthly" (which is selected), "Quarterly", and "Annual". To the right of the options are several circular profile pictures of people. At the bottom, it says "Martin Pelemis and 37 others" with a Facebook and Like icon, and "4 Comments".

Create an event in your Group to announce date and time, and invite people to attend.

Here is more information on [how to create a Group](#)



A screenshot of a Facebook event creation form titled "Create Event for Website Redesign Pro...". It has a close button (X) in the top right. The form includes a section for "Event Photo or Video" with a placeholder image of three people. Below this are fields for "Event Name" (Website Team Meeting), "Location" (Room 4387), and "Description" (Meeting to discuss website redesign research insights.). There is a "Frequency" dropdown set to "Occurs Once". The "Starts" date is "7/6/2019" at "11:00AM" in "PDT", and the "Ends" date is "7/6/2019" at "12:00PM" in "PDT". At the bottom, there is a checkbox "Invite all members of Website Redesign Project" and two buttons: "Cancel" and "Create".

Create a document in your group to take notes and allow others to edit.

Here is a guide on [how to create a Doc](#)

Enable remote working (i.e. at home) for employees and use video chat to host meetings with up to 50 people calling or use rich video calling using Portal.

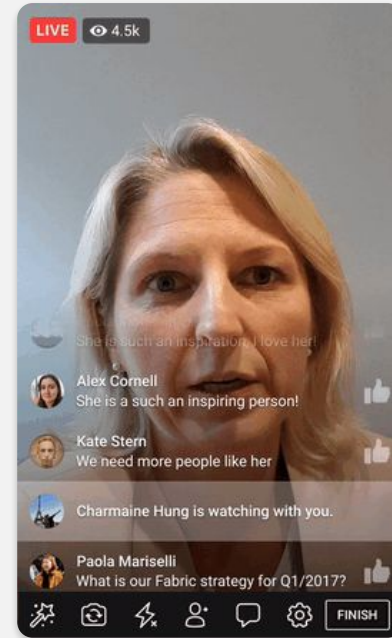
Find out more [here](#)



Use the Live feature to record and broadcast in-person meetings to everyone in the Group.

Here is a guide on [how to use the Live feature](#)

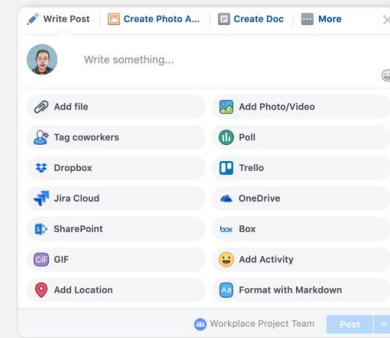
If you would like more information read the full guide on [how to host meetings on Workplace](#)



3. How to continue regular 1:1s with your manager when working remotely

Create a 1:1 Group with just you and your manager. Make it a secret Group. As an employee, you can then create a weekly post on what you're working on and how you're tracking towards your goals. This creates a culture of openness and transparency. You can also share files on Workplace and easily search within the Group.

As a Manager, you can give real-time feedback and make use of emojis, stickers and gifs to encourage and build an open culture. Comments are also a good way to capture any ongoing discussions all in one place.



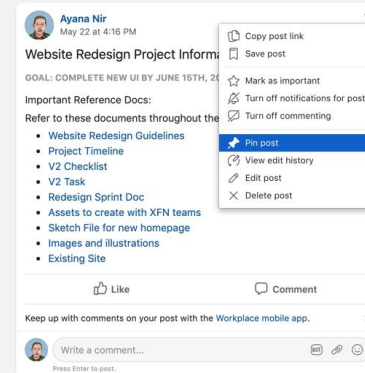
Here is a guide on [how to be an effective People Manager](#)

4.

How to collaborate on a project in a virtual environment?

Create a Teams & Projects Group.

Pin a post to the top of the Group, outlining project goals, available resources, deadlines, and any other important project information.



Post weekly updates and share files from other tools.

Create a Doc directly in Workplace to collaborate on meeting agendas, compiling meeting notes, and developing project planning materials. Here is more on how to create a document.

Here is more on [how to create a document](#)

Use polls to make decisions faster as a team - gather feedback, create meeting agendas, and set meeting times.



Use Workplace Chat for quick communication during the Coronavirus. This feature is available for Project Groups with up to 250 members. Also consider using one of our Workplace integrations that could enable your business to create impactful bots that meet your specific needs during the Coronavirus.

For example, Singapore-based Scoot Airlines used Work Chat in combination with Prepp.io to send daily surveys via bot to select personnel in high-risk positions traveling to specific countries. In their messages, they've been checking up on staff welfare, with nearly 100% response rate every day.

You can download Chat by following the links below.

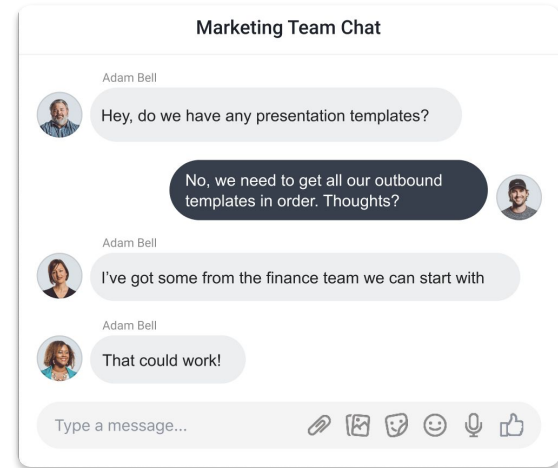
[Download Workplace and Chat app for iOS](#)

[Download Workplace and Chat app for Android](#)

Here is a link to some [FAQs about Workplace Chat](#)

Encourage your employees to use Workplace Chat for 1:1s, hosting meetings for both audio and video calls.

For more information here is the full guide on [how to manage a project in Workplace](#)



5. How to manage crisis communications across the organization?

Create a Group for coronavirus related announcements or leverage an existing organisation wide Group which can be the source of truth for employees.

Mark the Group as Official.

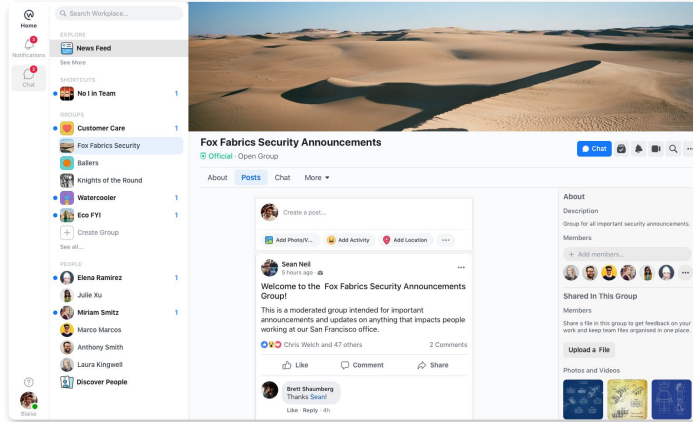
Consider making it a default Group.

Disable post comments.



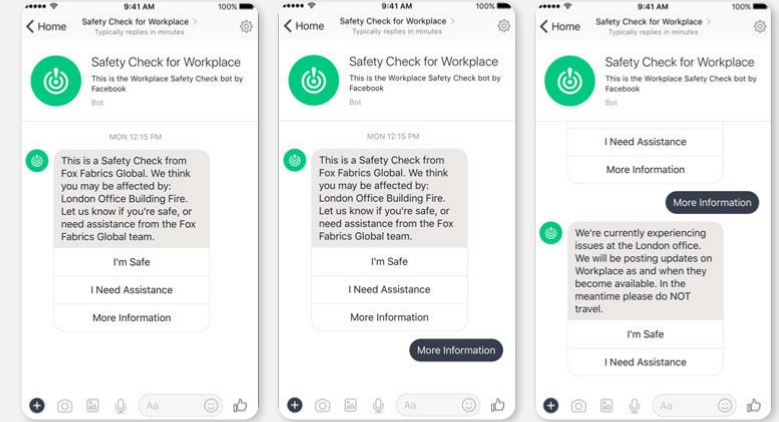
Mark critical posts as Important and ensure that important posts are surfaced at the top of everyone's News Feeds. Here is a guide on how to mark a post as Important.

Here is more information on [how to create a Group](#)



As mentioned previously, use Safety Check to quickly contact employees to confirm who is safe and who needs help during the coronavirus.

Read more about [Safety Check](#)



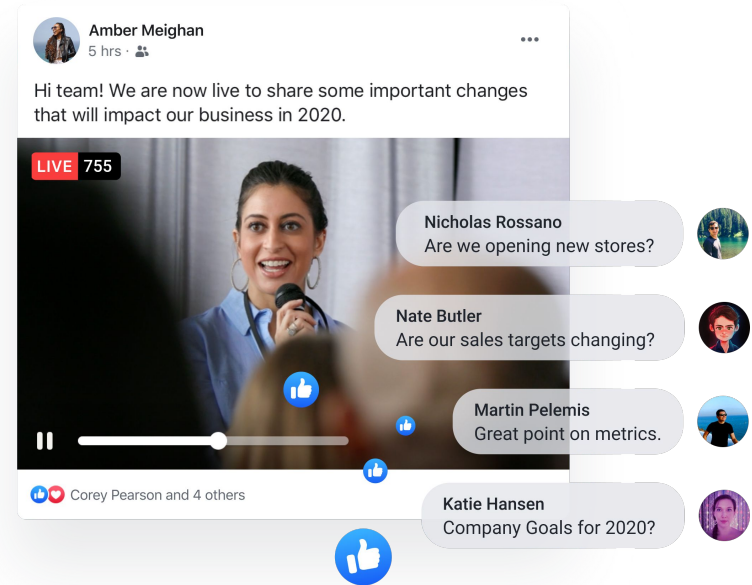
Use the Survey tool to broadcast must-read messages to all and collect acknowledgements.

Here is a reminder on [how to set up a Survey guide](#)

Encourage your leadership and experts to run a Live session. Live streaming on Workplace enables your business to have a broader reach. Employees who are on working remotely, from home or who are on the move will be able to receive critical information during critical times. Timely communication could also help to invalidate any rumors and avoid coronavirus speculation as it relates to your business.

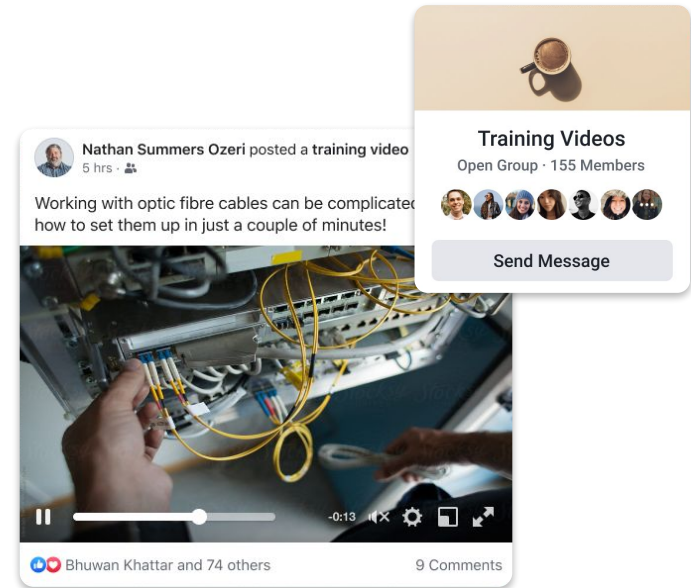
Get more technical information on [how to set up Live Streaming](#)

Read the full guide for [how to manage crisis communications](#)



6. How to publish safety and hygiene tips using short video clips?

Encourage more employees to take training courses online or in VR using Oculus, to avoid traveling and gathering in large groups, and without compromising the quality of learning and development







You can publish a variety of short videos or deliver "Just in time" micro-learning experiences by going "Live with the Expert" and respond to questions in real time via comments and polls. Additionally you can create 'learning moments' by making short interactive live videos that capture real-life learning and sharing them on Workplace.

Read the full guide [here](#)



Fastest Coffee Maker

	Aneri Shah	00:30
	Jessie Kim	00:35
	Erica Virtue	00:39
	Martin Pelemis	00:43

+ Add your progress

Summary

While the road ahead may appear to be a long one, we believe that we will be able to overcome the difficulties by working together, staying vigilant and showing up for each other. We would like to remind everyone to stay safe, take sensible precautions and protect yourselves first and foremost. Workplace are with you for the long term and are committed to provide proactive, responsive and real-time support and develop new solutions as this complex situation continues to evolve.





For more resources and information,
go to our [Customer Resource Center](#).



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