

VIDEO CREATIVE BRIEF

COVID-19 Planning: “Back To Work” Communications Toolkit

Use this guide to get your message organized and create an impactful video.

Content Considerations

- **What guidelines do you need to communicate?** Make sure to reference the [official Centers for Disease Control & Prevention guidelines](#) for the most current recommended health precautions.
- **Who should this message come from?** Think about who should share the new protocol - this could be the Owner or CEO, Head of HR or an *engaging voiceover*.
- **Do you need to reach your audience in more than one language?**

Crafting Your Message

This is the story of the “ideal” return-to-office scenario (although that may be aspirational in the current circumstances!) Think of the video structure in the arc of a storyline and build your content around three sections:

- **Introduction** - This is your chance to set the tone for the return to the office. Make it approachable and a match to your brand personality.
- **Guidelines** - The meat of the message. Be clear, be concise. You want to be thorough - but you don’t want to overwhelm the audience. Consider this approach to structure your message:
 - *Pre-Arrival (Company preparedness)*
Let them know what you’ve done to ready the space for their return. For example: deep-cleaning, new signage, separated work spaces
 - *Arrival*
What precautions need to be taken when they arrive? For example: Temperature check station usage, face mask expectations and building entry and exit procedures
 - *Working Together*
What are the new working conditions to expect? For example: social distancing between workstations, hand-sanitizer stations, avoiding crowded elevator rides
- **Closing** - Prime your audience for what comes next. Deliver any call to action for employee behavior.

Everything Else

- **Timeline:** When are workers expected back in the office? Work backwards from there to know when to get this video into production. Give yourself some breathing room and allow time for internal review.
- **How will you distribute the video?** Do you plan to share in an email or post on your website?

NEED HELP?

This tool is a great way to get started. Know we’ve got a ton of solutions and supports that will fit your specific needs including our **customizable Back to Work Video template** - a motion sequence that’s ready to fit your message.