**COMMUNICATIONS & MARKETING**

**Internal Communications**

□ Print and post new sanitation guidelines

□ Communicate with employees about the reopening strategy

□ Communicate with employees about new internal employee policies or role changes

□ Evaluate a potential soft launch reopening to gather feedback from a specific audience prior to opening to the public (i.e. loyal customers, members, first responders, family members, etc.)

□ Set up a process to gather feedback from employees during a minimum of the first four weeks of reopening to identify areas that need to be adjusted or revisited.

□ Identify ways to visibly promote sanitation/cleaning activities (i.e. door hangers noting that sanitation is in progress, tent cards highlighting how often a space is sanitized, posted confirmation that fitness equipment has been cleaned between each use, etc.)

□ Distribute talking points to employees to ensure consistent messaging when responding to guest inquiries

**External Communications**

□ Send “Welcome Back” emails to guests outlining:

□ new sanitation practices and policies

□ advertised reopen date

□ expectations on what may visually be different when they enter the spa

□ changes to payment process

□ changes or new guidelines relating to the use or availability of communal spaces/amenities

□ updates to intake forms (if applicable)

□ occupancy limits and spacing requirements (if applicable)

□ Communicate reopening timeline with resource partners/vendors and third-party partners.

□ Distribute a press release announcing the reopening and the spa’s commitment to guest safety and high sanitation standards

□ Identify a way to thank loyal customers for returning to the spa

**COMMUNICATIONS TEMPLATES**

**Reopening Press Release Template**

[Contact Name and Title]

[Spa/Company Name]

[Phone Number]

[Email Address]

[Website]

[HEADLINE (ALL CAPS) EXAMPLE: [YOUR SPA NAME] SET TO REOPEN FOLLOWING COVID-19 SHUTDOWN

[CITY, STATE, Month Date]—[INSERT SPA NAME] will reopen on [INSERT DATE] in accordance with the regulations and guidelines put forth by [INSERT GOVERNMENT ENTITY AND/OR PROFESSIONAL BODIES]. Management and staff have worked diligently during the spa’s closure to update its already rigorous sanitation and hygiene standards and implement new policies and procedures to promote the health and safety of guests and staff.

A selection of the updates and adjustments [INSERT SPA NAME] has made can be found below.

*[use bulleted list to detail the most critical updates made to your spa’s policies and SOPs; see example below]*

• [**Revised Treatment Menu**: [your spa name] has revised its treatment menu to include low- or no-touch treatments, as well as a simplified selection of traditional treatments]

• [item #2]

• [item #3]

• [item #4]

• [item #5]

[INSERT QUOTE FROM OWNER/MANAGEMENT/CORPORATE FOCUSED ON GUESTS’ PEACE OF MIND, GUEST EXPERIENCE, EXCITEMENT TO SERVE GUESTS AGAIN, ETC.]

[INSERT SPA NAME] will continue to follow local, state and national regulations regarding the safe operation of spas. As the spa receives additional guidance, its policies and practices will be updated accordingly.

Additional details can be found at [INSERT WEBSITE WITH HYPERLINK].

Guests interested in scheduling treatments or services can do so via [INSERT DETAILS (i.e.booking website, phone number, etc.)].

**Reopening Guest Email Template**

Dear [INSERT NAME],

During these past months of uncertainty and change, we have been looking forward to the day when we can welcome guests back to [INSERT SPA NAME]. We are excited to announce that we are reopening our spa on [INSERT REOPENING DATE] and will operate based on the reopening guidelines established by [INSERT GOVERNMENT ENTITY AND/OR PROFESSIONAL BODIES]. Our new hours of business will be [INSERT HOURS].

Our top priority has always been to bring an unparalleled safe experience of healing and rejuvenation to our guests, and our resolve is stronger now than ever before. Our team has been hard at work to raise the bar of hygiene and sanitation, as well as considering every step of treatment processes to ensure we meet your needs in a focused and safe manner that is in accordance with government guidelines.

Here are some tangible ways we have ramped up our efforts to guarantee guest and employee safety:

*[Samples of Additional Text that could be added/altered for this section:]*

• *Service providers will wear masks during treatments as an enhanced safety measure.*

• *Our front desk staff will welcome you upon arrival and help you navigate to either the locker room or directly to your treatment room, if preferred.*

• *Temporary closure of [INSERT ANY COMMUNAL SPACES THAT MAY BE CLOSED]*

• *XXX will be available to guests in lieu of communal snacks and beverages.*

• *Reduction in the number of available fitness equipment items to meet social distancing requirements, with signs posted on closed equipment.*

• *Opportunity to pay for your treatment and gratuity in advance to allow for a touchless payment transaction.*

• *No cash payment transactions onsite. All payments will be collected via credit, debit or gift cards.*

To keep our guests and employees safe, we will ask all guests to:

• Refrain from visiting the spa if you or a household member have a fever, COVID-19 symptoms or a communicable illness.

• Refrain from visiting the spa if you are under an isolation or quarantine order/directive.

• Respect the spa’s sanitation and hygiene standards and processes posted within the spa and shared by employees.

• Wash hands prior to beginning each treatment/service.

• Share special sanitation or hygiene requests prior to arriving at the spa.

To book a treatment, please visit [INSERT BOOKING LINK] or call us at [INSERT PHONE NUMBER]. At [INSERT SPA NAME], our passion is serving you. We look forward to resuming operations and bringing healing to our guests once again.

Sincerely, The [INSERT COMPANY NAME] Team

**Confirmation/Pre-Arrival Email**

Dear [INSERT NAME],

Thank you for choosing to book a treatment with us. We look forward to seeing you soon. Below you will find confirmation details for your upcoming service along with an overview of efforts we’ve put in place to welcome you back to our spa safely and comfortably as we navigate through the COVID-19 reopening process.

Confirmation Details:

• Treatment:

• Date & Time:

• Special Requests:

What you can expect:

• Reduced hours (X:XX am to X:XX pm) and appointment times to ensure we meet reopening requirements set by [GOVERNMENT ENTITY AND/OR PROFESSIONAL BODIES].

• While our spa has always met stringent sanitation requirements, we will now more visibly display those efforts and display additional signage for your comfort.

• Verbal confirmation by your service provider(s) that their hands have been sanitized immediately prior to the start of your service. *Samples of Additional Text that could be added/altered for this section:*

• *Service providers will wear masks during all treatments as an enhanced safety measure.*

• *Our front desk staff will welcome you upon arrival and help you navigate to either the locker room or directly to your treatment room, if preferred.*

• *Temporary closure of [insert any communal spaces that may need to be closed]*

• *[INSERT ITEMS] will be available to guests in lieu of communal snacks and beverages.*

• *Reduction in the number of available fitness equipment items to meet social distancing requirements, with signs posted on closed equipment.*

• *Opportunity to pay for your treatment and gratuity in advance to allow for a touchless payment transaction. No cash payment transactions onsite. All payments will be collected via credit, debit or gift cards.*

What we ask of you and our guests:

• Refrain from visiting the spa if you or a household member have a fever, COVID-19 symptoms or a communicable illness.

• Refrain from visiting the spa if you are under an isolation or quarantine order/directive.

• Respect the spa’s sanitation and hygiene standards and processes posted within the spa and shared by employees.

• Wash hands prior to beginning each treatment/service.

• Share special sanitation or hygiene requests prior to arriving at the spa.

If you have any questions, please don’t hesitate to contact us at [INSERT PHONE NUMBER OR EMAIL]. Thank you again for choosing to support [INSERT SPA NAME]

Sincerely, The [INSERT COMPANY NAME] Team

**Memorandum to Employees Regarding Temperature Screenings Template**

**MEMORANDUM**

TO: [INSERT SPA NAME] Employees

From: [INSERT SENDER NAME AND TITLE]

Date: [INSERT SEND DATE]

Re: Employee Screening Procedures

The health and safety of our employees and guests remain our top priority. As of [INSERT START DATE], [INSERT SPA NAME] will implement body temperature screening for all employees prior to the start of their work day as a precautionary measure to help reduce the spread of COVID-19. {If this is a mandate by your state/governing body cite those details here}

When you arrive to work, please immediately report to [INSERT LOCATION] before visiting any other areas of the facility. Private screenings will be conducted by [INSERT NAME OR POSITION TITLE] using a touchless forehead/ temporal artery thermometer. The employee’s temperature and answers to respiratory symptom questions will be documented, and the record will be maintained as a private medical record.

Any employee who has a fever at or above 100.4 degrees Fahrenheit or who is experiencing coughing or shortness of breath will be sent home. [INSERT LANGUAGE ABOUT SICK LEAVE/PAY HERE FOR YOUR RESPECTIVE COMPANY]. The employee will be responsible for determining if a doctor’s visit or call is necessary.

An employee sent home under this policy may return to work when he/she has been fever free with no respiratory symptoms for at least three (3) days without taking a medicine to reduce the fever. If a doctor confirms in writing that it is safe for the employee to return, they may be allowed to return earlier than the three-day period.

If you have any questions regarding this new process, please contact [INSERT CONTACT NAME, PHONE NUMBER AND/OR EMAIL].