

# SOCIAL DISTANCING MERCHANT RESPONSE TOOLKIT



It's important to tell your customers how they can support businesses like yours – our toolkit can help.



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# Thanks for downloading the Social Distancing Merchant Response Toolkit!

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Whether you're modifying your hours, making the decision to temporarily close your doors, or directing customers to your website, our toolkit can help encourage support from your community. Inside this pack, you'll find printable signs, digital badges, and social media posts to help you communicate how customers can support you during this time.

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# Tool 1: Printable Signs

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## What are they?

Our printable signs can help communicate how your business is adapting to social distancing. Whether you're changing your hours or switching to takeout or delivery only, you can customize the signs that work best for your business.

## What does it look like?



## How do you use it?

Go to the **Tool 1 – Printable Signs** folder to open the files to edit, print on letter size paper, and display in and around your business. We've provided two different color options, so you can choose the one that best fits your printing needs.



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# Tool 2: Digital Badges

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## What are they?

Our ready-to-use digital badges encourage your virtual community to shop online. Post them in an email or on your company's website to connect with customers.

## What does it look like?



## How do you use it?

Go to the **Tool 2 – Digital Badges** folder where you'll find options to post on your chosen digital platform.



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# Tool 3: Social Media Posts

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## What are they?

Our ready-to-use social media posts allow you to tell your virtual community about your new hours, direct them to your website, and more.

## What does it look like?



## How do you use it?

Go to the **Tool 3– Social Media Assets** folder and save the images to post them to your chosen social media platform. Use the .txt file to copy, paste, or edit text to go with them.



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