

WPMT-FOX43 recommends reviewing the information below to ensure that customers remain updated if your business is temporarily closed or operating under adjusted service availability. In addition to making these important status updates, we recommend keeping your customers informed through frequent social media posts, emails and other platforms to message updates, promote e-commerce sales (*if applicable*) and maintain consistent engagement in the lead-up period to reopening.

• **Marking Your Business as “Temporarily Closed” on Google My Business**

Businesses affected by COVID-19: Guidance on updating info and temporary closures

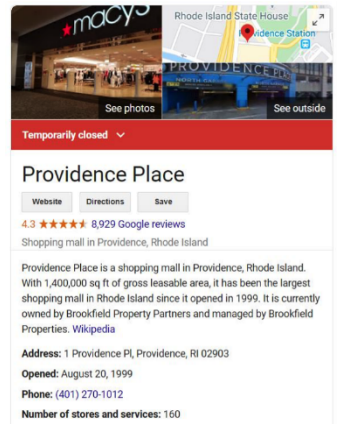
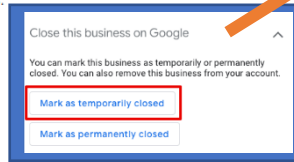
Updated: April 10, 2020

If your business is affected by COVID-19, update your Google My Business profile to provide the most accurate information to your customers. You can provide updates about your business to customers such as:

- Your updated hours of operation, for instance if you close early.
- If your business services are experiencing delays.
- Extra services you are providing for the community.
- [Mark your business “Temporarily closed” on Google.](#)

The updates will show on your Business Profile on Google Search and Maps.

Marking your business “Temporarily closed” won’t affect local search ranking and it will be treated similar to open businesses. Businesses offering pickup or delivery services should not mark the business “Temporarily closed,” otherwise those services won’t show on Google.



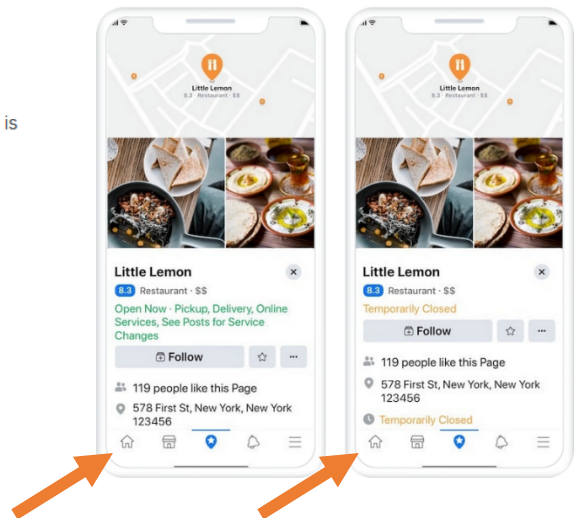
(Source: Google)

• **Marking Your Business as Temporarily Closed or Updating Services on Facebook**

Updating Temporary Service Changes in Page Settings

Businesses can access this feature by going to Page Settings > Page Info > Hours > Select “Temporary Service Changes”. There, they can either indicate that a location is “Temporarily Closed”, or select from multiple options under “Open with Service Changes”, like:

- Online Services
- Delivery
- Pickup
- Other Changes



(Source: Facebook)

• **Reopening Strategy**

Do you have a **Reopening Strategy** in place? **FOX43 & TEGNA Marketing Services** is offering strategic guidance for businesses during this challenging time by developing impactful media and messaging recommendations to implement as operations return to normal.

Contact us today to learn more:

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