



#RocklinsOpen Social Guidelines and Posts



Visit rocklin.ca.us/RocklinsOpen for
additional business resources and tools.

INTRODUCTION

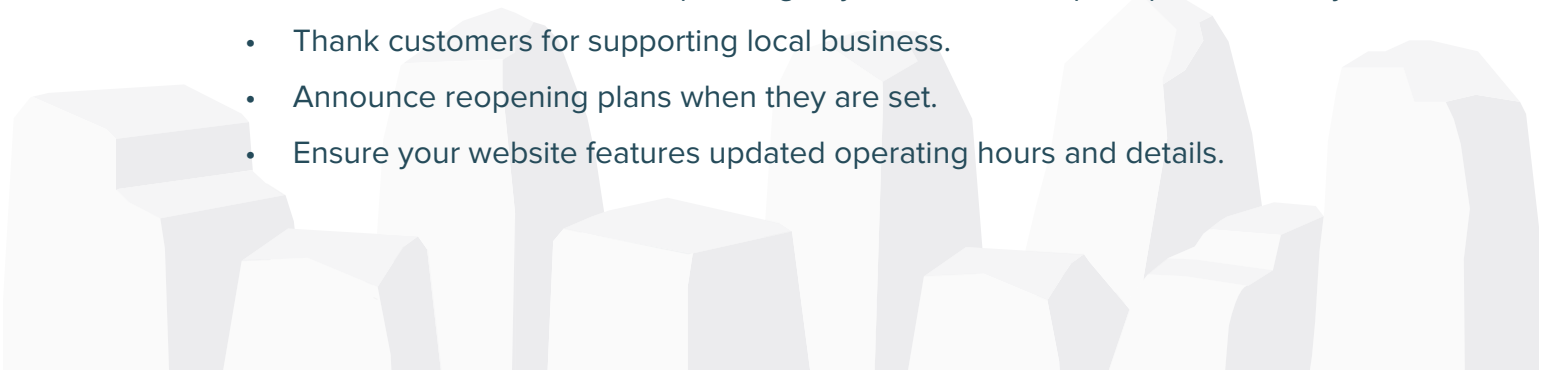
Rocklin businesses can use the following tips and key messages when drafting social media content to engage customers and encourage their business by providing the information they need most.

The included example posts can be easily tailored for individual use. Just add your business information and an image.

For businesses that have recently reopened for in-person shopping or dining

- Make customers aware of opening days and hours, especially if your hours are different from normal.
- Make customers aware of your commitment to safety. Share health, cleaning, and sanitizing protocols as appropriate.
- Not everyone is ready to venture out. Remind customers of all options for service, including online ordering, curbside pickup, and/or takeout and delivery options for restaurants.
- Thank customers for supporting local business.
- As you experience changes or adjustments, update customers clearly and promptly.
- Ensure your website features updated operating hours and details.

For businesses operating virtually and not yet open for in-person shopping or dining

- Remind customers of available options for service, including online ordering, curbside pickup, and/or takeout options for restaurants.
 - Make customers aware of your commitment to safety. Share health, cleaning, and sanitizing protocols as appropriate.
 - Make customers aware of operating days and hours for pickup and delivery.
 - Thank customers for supporting local business.
 - Announce reopening plans when they are set.
 - Ensure your website features updated operating hours and details.
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SOCIAL MEDIA POSTS

Visit rocklin.ca.us/RocklinIsOpen to download graphic assets.

Example posts for businesses providing in-person service

“Come in Rocklin, we’re open! We recently opened to the public by appointment. To make an appointment, and to learn about our most updated health and safety protocols, visit our website. #RocklinIsOpen.”

“Come in Rocklin, we’re open! As we reopen, we want to remind our customers of our commitment to their safety. We have updated health, cleaning, and sanitizing procedures to help ensure a safe, and enjoyable, experience. Please visit our website for more details. #RocklinIsOpen”

“Come in Rocklin, we’re open! We’ve recently opened to in-person dining, with adjusted hours and menus. For the most up-to-date options, visit our website. #RocklinIsOpen!”

“Come in Rocklin, we’re open! We’ve had a recent change to our opening hours, and are now open for additional days and times. For the most up-to-date schedules, visit our website! #RocklinIsOpen”

“Come in Rocklin, we’re open! We, along with all Rocklin businesses, are grateful for your continued support. Thanks for shopping and dining local! #RocklinIsOpen”

Example posts for businesses operating virtually and not yet open for in-person shopping or dining

“Come in Rocklin, we’re open! We’re not yet open for in-person dining, but we still have curbside pickup, takeout, and online ordering options available! #RocklinIsOpen.”

“We’re excited to announce that we will be opening to the public this week. We have updated health and cleaning protocols in place for the safety of our customers and staff. To learn more, visit our website. We look forward to serving you! #RocklinIsOpen.”

“Come in Rocklin, we’re open! We, along with all Rocklin businesses, are grateful for your continued support. Thanks for shopping and dining local! #RocklinIsOpen”

