



COVID-19 COMMUNICATIONS MODULE

TOOL 4: MANAGING YOUR ONLINE RESPONSE CHECKLIST

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1. Have a dedicated, multidisciplinary team in place to lead the city's online response.

This delivery team should have a product manager, a writer/content designer, a technologist to make sure things can scale, a developer who can code, a user researcher/someone to monitor web analytics and an expert who can check medical advice for accuracy, and a communications lead linking to the government's wider communications response.

2. Have a single web page giving advice on coronavirus, with a clear URL and small amount of actionable content.

This is the simplest, quickest thing any government can do to help citizens now. This page should be the 'single source of the truth' from your organization. [The Californian Government has delivered a good example](#) and so has the [New York State Government](#).

3. Create a simple flat file version of your website with the most essential information.

A lot of government websites are crashing due to increased traffic. Creating a flat file website with the most important information that you can stand up if your site is overwhelmed can ensure your citizens have access to the most important information if your site goes down.

4. Update your 404 page.

Add the most relevant COVID-19 related links in case someone gets the wrong URL and is unfamiliar with 404 pages. This can help steer them to where the right information lies. It would also be wise to link to key national websites and resources.

5. Ensure remote decision-making tools are in place.

In some places, the law requires political decision-making bodies such as councils to meet physically to make decisions. It may be a good idea to get your local or regional government to adjust rules to be able to pass resolutions remotely now, before you are overwhelmed by the crises, to ensure decisions can continue to be made over the coming months if a period of self-isolation is drawn out.

6. Be aware and make use of what other governments are already doing in response. Many governments are responding well under great pressure and are already making their efforts available to others, such as Singapore's contact tracing app [TraceTogether](#). Here is a [list](#) (that is regularly updated) of online responses from jurisdictions around the world composed by [Public Digital](#).

7. Plan for what comes next.

Create a clear prioritized list of next steps for your online response that is well understood across the organization. Having a clear roadmap and backlog of activity to decide what happens now, next and later.