

COVID-19 Communication For Transitioning Employees Back Into The Workplace

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In the wake of COVID-19, your employees are experiencing a wide range of emotions: fear, angst, stress, anxiety and even anger.

As employers explore what it looks like to bring its workforce back on site, it's important to note that 70% of employees surveyed said that several factors would prevent them from returning to a physical office, with 51% citing fear of getting sick as the main concern. In the midst of this uncertainty, effective communication with your employees must go beyond addressing the safety procedures being implemented. Your internal communications planning efforts must also educate employees on how your company is mitigating COVID-19 risk to employees, while also addressing concerns that your employees have about returning to a physical workplace.

Read MaccaPR's latest two-part blog post on best practices for internal communications as employees return to the workplace. Part one explores key considerations to consider when *crafting* effective communications and site preparedness plans and part two explores the *delivery* of the communications and planning efforts.

Read [part one](#) and [part two](#) now.



About the Author: *Katie Hickman is Senior Account Executive at Maccabee, bringing clients her past experience as the Marketing and Public Relations Manager for Greenspring Media, where she developed digital and traditional messaging, oversaw social media content strategy, lead large-scale consumer event marketing efforts, and developed and maintained influencer programs. Katie also served as Marketing Specialist with retailer Christopher & Banks, where she led strategic public relations for brand initiatives, guided store events and cross-functional partnerships, and spearheaded corporate social responsibility campaigns. Katie also excelled as a Social Media Consultant for Les Mills US and Social Media Coordinator for CAEP/Communicating for Agriculture Education Programs. She currently volunteers as the Classics Co-Chair for Minnesota PRSA and for St. Jude Children's Research Hospital's Twin Cities Walk/Run committee.*