

## Noise



Copy/Paste emails and posts with official explanations of federal and state programs

Sending the same emails that everyone else is sending

Screen shots of Zoom calls and team members “still working for you”

“How you are doing” surveys

Everyone gets every email/post

## Signal



Simplified and organized key points with links – [like this](#)

Coordinate with your state or region to designate a central link

Examples of innovation and adaptability will be the backbone of tomorrow’s “workforce story”

How are you doing phone calls

Segment emails and posts

And on a personal note

Reposts of heavily covered news stories and memes – no more handwashing, no more face mask patterns

Personal news, especially of the life goes on variety