

## COVID-19 Reopening/Recovery Survey Communications Toolkit

This communications toolkit contains sample content to help you easily share the [COVID-19 Reopening/Recovery Survey](#) with businesses and nonprofits across New Jersey. It includes sample language for an email to organizations, sample language for an email newsletter, social media content, and sample images. High resolution versions of these images are available in this [shared folder](#).

### Sample Email to Organizations

Subject: Has COVID-19 impacted your business? New Jersey wants to hear from you.

The State of New Jersey is requesting your input to better understand how to assist you in reopening and get you back to work safely and productively. By filling out an [online survey](#) about your operations, you will provide us with valuable insights to inform the State's reopening strategy, and guide the creation of products, services and assistance programs to be made available to businesses across the state.

Survey questions include inquiries about COVID-19's impact on your operations, your business or nonprofit's plans to return to work, and how the State and local governments can support you and your employees in the months ahead.

Complete the [COVID-19 Reopening/Recovery Survey](#) to share more about how COVID-19 has impacted your operations and let New Jersey know how to best help you move forward. Even if you have responded to an earlier survey, it is important to respond again to ensure the most up to date information is provided. Please do not delay—the earlier you respond the more you will guide the recovery process.

[COVID-19 Reopening/Recovery Survey](#)

### Sample Newsletter Snippet

Header: Has COVID-19 impacted your business or organization? New Jersey wants to hear from you.

The State of New Jersey is requesting your input to better understand how to help you get back to work safely and productively. By filling out an [online survey](#) about your operations you can help inform the State's reopening strategy and upcoming business and organization assistance opportunities.

Survey questions include inquiries about COVID-19's impact on your operations, your business's or nonprofit's plans to return to work, and how the State and local governments can support you and your employees in the months ahead.

Act quickly and complete the [COVID-19 Reopening/Recovery Survey](#) to share more about how COVID-19 has impacted your operations and let New Jersey know how to best help you move forward.

### **Sample Social Media Content**

Feel free to use the sample tweets below in combination with the graphics provided at the end of this document. High resolution versions of these images are available in this [shared folder](#).

#### **Tweet 1**

How has your business been impacted by COVID-19? What do you need to get safely back to work?

@NJGov wants to hear from you.

Fill out this online survey and share your story: <https://covid19.nj.gov/survey>

#### **Tweet 2**

To get NJ back to work safely, @NJGov wants to hear from you.

NJ businesses and nonprofits: How has COVID-19 impacted your operations? How can government support you?

Share your story via an online survey: <https://covid19.nj.gov/survey>

#### **Tweet 3**

When it's time to reopen, will your business be ready? @NJGov wants to hear from you.

Share your story and help guide NJ's reopening and recovery plan.

Find the survey here: <https://covid19.nj.gov/survey>

#### **Tweet 4**

How ready is your business to safely get back to work? @NJGov wants to hear from you.

Help shape NJ's reopening and recovery plans by sharing how COVID-19 has impacted your business.

Fill out the survey at <https://covid19.nj.gov/survey>

## **Tweet 5**

Will your business continue remote work after New Jersey reopens?

@NJGov wants to know the answer to this and other questions about your operations during COVID-19.

Visit <https://covid19.nj.gov/survey> and share your story.

## **Facebook post**

(feel free to include one of the provided images in your post)

The State of New Jersey is requesting the input of businesses and nonprofits to better understand how to help organizations get back to work safely and productively. By filling out an [online survey](#) about your operations you can help inform the State's reopening strategy and upcoming business assistance opportunities.

Survey questions include inquiries about COVID-19's impact on your operations, your business or nonprofit's plans to return to work, and how the State and local governments can support you and your employees in the months ahead.

Complete the [COVID-19 Reopening/Recovery Survey](#) to share more about how COVID-19 has impacted your operations and let New Jersey know how to best help you move forward. Please do not delay—the earlier you respond the more you will guide the recovery process.

## Graphics

High resolution versions of these images are available in this [shared folder](#).



## IS YOUR BUSINESS READY TO GET BACK TO WORK?

New Jersey Wants to  
Hear From You

visit [covid19.nj.gov/survey](https://covid19.nj.gov/survey)



## HOW HAS COVID-19 IMPACTED YOUR BUSINESS?

New Jersey Wants to  
Hear From You

visit [covid19.nj.gov/survey](https://covid19.nj.gov/survey)



## **IS REMOTE WORK HERE TO STAY?**

**New Jersey Wants to  
Hear From You**

visit [covid19.nj.gov/survey](https://covid19.nj.gov/survey)



## **IS YOUR BUSINESS EQUIPPED TO GET BACK TO WORK?**

**New Jersey Wants to  
Hear From You**

visit [covid19.nj.gov/survey](https://covid19.nj.gov/survey)



## **DOES YOUR BUSINESS HAVE A REOPENING PLAN?**

**New Jersey Wants to  
Hear From You**

visit [covid19.nj.gov/survey](https://covid19.nj.gov/survey)



## **DOES YOUR NONPROFIT HAVE A REOPENING PLAN?**

**New Jersey Wants to  
Hear From You**

visit [covid19.nj.gov/survey](https://covid19.nj.gov/survey)