

1.1.3. Information carriers

The information must be easy accessible and also up to date. This requires hence the use of wide spread information mechanisms, which also can be easily modified in contents. The information carriers and the ensuing follow up with new messages can also play an important part in the communication policy of the employers' organisation. In which it may try to underline its pro-active presence and actions regarding COVID-19 in favour of its members.

Hence the following information carriers are most indicated:

- **Website.** If possible a special page or a special dedicated website of the employers' organisation. And, according to policy, protected by a member access or, if open, requiring at least a registration such that the membership department can afterwards contact the organization which would be a nonmember to become a member
- Regular supportive **reminder** of the website or webpage via social media message every week
- **Announcement** of changes in the contents of the information every time via e-mail and via social media
- **Parts** of the information sent via email to members, as a teaser or reminder
- **Webinars.** Choose relevant issues and invite your members to participate
- **Servicedesk** by phone. Offer direct support

Some employers' organisations have installed a real information platform, which allows not only members to receive information, but they also can actively react and interact. Obviously, such platforms are of a superior quality than websites and other carriers. The question however is about financial resources available to establish such platforms, the maintenance cost and also the available time needed to establish such platforms, which might be too long to make such platforms relevant for the present crisis. In the framework of a structural digital strategy, such investments can of course be very useful for a longer term approach.

