

## **Sample Essential Service Messaging for Banks**

In an effort to convey the message that Indiana's banks are included among the essential services list, as found on page 5 of Governor Eric Holcomb's Stay at Home executive order released on March 23, the IBA has created sample messaging for members to use in both social media and email communications to customers.

### **Social Media**

As our community is placed under a Stay at Home executive order, rest assured that [BANK NAME] locations are designated as essential. Our bankers will remain ready to serve you through drive-up services, appointment-only meetings and online banking services.

### **Email**

On March 23, Governor Eric Holcomb announced a Stay at Home executive order effective March 25 through April 7. While this impacts Hoosiers around the state, rest assured that [BANK NAME] locations are designated as essential in the communities we serve. Drive-up services will remain operational during the Stay at Home order through normal business hours. As your bank, we will remain ready and available to serve you throughout the COVID-19 pandemic.

As a reminder, on [DATE] the bank temporarily closed lobbies in an effort to combat the virus. Customers are still invited to utilize our electronic banking, drive-up services and schedule an appointment to meet with a banker.