CORONAVIRUS COMMUNICATIONS
SUPPORT FOR OUR CLIENTS
A Message From Your PlaceWise Team
CORONAVIRUS COMMUNICATIONS SUPPORT

The guide includes instructions for:
- Creating a new page that has all the current updates about your center
- Adding an operational message to your website
- Changing individual store hours
- Changing center hours

If you should need support for any of this, or if you have a unique situation or request, please reach out to your account support representative directly.

If you need emergency support after hours, please email coronasupport@placewise.com (this will alert your support team members via text message).

-Your team at PlaceWise
CUSTOMER NOTIFICATIONS

Your website includes two primary notification sections: I-Features and Operational Messages.

Create a Health and Safety (or any name you would like to use) page that can be linked to from other places.

I-Features work well to generate a new page highlighting information such as Health & Safety. (Appearance and location on the homepage depends on your site design.)

I-Features:
Click "I-Features" on the sidebar navigation.
On the I-Features screen, click “Add New I-Feature.”

Headline: Headline for your announcement.

SEO Headline: This field auto-populates.

Date to Display: Click inside his field to bring up calendars; choose the date this should go live on your site.

End Date: Click inside this field to bring up calendars; choose the date this should come off your site.

Click “Show More Options.”

Detail: This is where to add extended copy, images, further information, and links. This content will populate on a new page. If you plan to link the iFeature to an existing page (e.g. an event), you can skip this field.

Pro-Tip: If you copy and paste from Word, be sure to use the “Paste from Word” button.

Thumbnail: Click “Select File” to upload an image file.

URL: If you want to link the iFeature to an existing page (e.g. an event), add the URL here. If you want it to open in a new tab, check the New Window box.

Click the “Add I-Feature” button to update your site.

Pro-Tip: To set the order of display for your I-Features, on the main Current page click the word ‘pin’ next to the Headline to add sorting numbers. You can also click on the rows and drag them up and down to set their order.
CUSTOMER NOTIFICATIONS

Create an operational message that appears on the top of every page on your site.

Operational Messages:
This section is for critical notifications to alert customers if there are closures, cancellations, or other time-sensitive callouts. You can include links in this section to I-Feature pages or other pages on your website. This bar appears on every page of the site.

Access at: Events > Operational Messages

Date and Time:
- **Start Date**: The date the message starts.
- **End Date**: The date the message ends.

**Message**: Enter the message notification in the WYSIWYG. If you want to link to another page, highlight the word(s), then click the Link icon.

**Link**: Link the operational message to the Health & Safety page created above by highlighting the words you want to link and clicking the Link icon.

**Note**: There is a 275-character limit.

> **Pro-Tip**: If you copy and paste from Word, be sure to use the “Paste from Word” button.

OPERATIONAL MESSAGE IN RH

OPERATIONAL MESSAGE ON LIVE SITE
If a store will be modifying their hours or closing independently of the center, there are two items you can update at Directory > Edit:

**Store Title & Flag on Directory:**
When editing a store, you can use the Opening Info section to modify the title of the store on the store page. (e.g. “Eric’s Jewelers - Closed Thru Apr 1”).

**Opening Date:** Add the planned re-opening date of the retailer. (This will not appear on the website and can be modified in the future.) Five days prior to the re-opening date, the Mall Manager email will receive a system-generated email reminding of the date. It can be changed if that date has shifted, but if not, no further action is required.

**Opening Text:** A custom call-out (e.g. “Closed Thru Apr 1”) will highlight on the directory and store page. You are free to choose whatever language here that fits within the 18-character limit. Examples: Temporarily Closed, Closed Thru Apr 1

**Note:** Sales - If a store has this flag no new national-level sales will be added to this location, however, sales or information can still be added locally.

Once the store opens, this message will automatically change to "Now Open".

**Store Hours:**

**Location Hours:** Enter specific store hours here if they are different from mall hours. If no entry is made, the main center hours will automatically populate.
MALL HOURS & CLOSURE

Use this if you are changing your center's hours of operation.

Click on "Hours" in the sidebar navigation.

To Change Center Hours for a Specific Day:
- Click on the day you would like to change.
- A pop-up will open; enter the new hours here.
- Click “Update.”

Create or Change Hours for a Range of Days:
- Scroll down below the calendar where it says “Default Hour Overrides.”
- Use the fields to specify the time period for this change, then enter the new hours below.
- Click “Update” when you’ve completed the changes.

Note: Once an override is set for a range of dates, it’s no longer possible to override individual dates within that range.

To Change Regular Shopping Hours:
- Scroll to the bottom of the “Hours” screen.
- Click “Change Regular Shopping Hours.”
- Click in the field for each day to enter the new hours.
- When you click “Update” your new default hours will be changed.

Pro-Tip: Call your Account Rep and let us help you manage this.