**COVID-19 SOCIAL MEDIA**

**COMMUNICATION PLAN**

May 2020

OBJECTIVE

Our recommended approach aims to provide social media users with factual information about cases of COVID-19 in Mexico, while minimizing the opportunity for users to post negative comments about Los Cabos or a potential outbreak of COVID-19 in the area.

APPROACH

Our recommended messaging is intended to be used **reactively** – when users post comments or send private messages to the hotels and resorts social media channels, you can reply accordingly using the response grid below.

If a user poses a question that is not included in the response grid, please contact Los Cabos Tourism Board Social Media Manager Fabiola Galindo fgalindo@visitloscabos.travel, to allow the team an opportunity to align on a response.

RESPONSE GRID – NO CONFIRMED CASES IN LOS CABOS

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| **USER COMMENT OR PRIVATE MESSAGE** | **LOS CABOS RESPONSE** |
| Are there any cases of coronavirus in Los Cabos?  Does anyone in Los Cabos have coronavirus? | Yes, the spread of the virus has impacted Los Cabos. All confirmed cases have been in quarantine and are under close medical supervision to avoid the spread of the virus. The health and safety of our community and visitors is our utmost priority. For real-time updates of COVID-19 in Baja California Sur, visit  <https://www.gob.mx/salud/es/archivo/prensa> or on the World Health Organization (WHO) site <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/situation-reports/> |
| How many cases of coronavirus have been confirmed in Mexico?  Are there any cases of coronavirus in Mexico?  Does anyone in Mexico have coronavirus? | Yes, the spread of the virus has impacted Mexico. All confirmed cases have been in quarantine and are under close medical supervision to avoid the spread of the virus. The current count of cases of COVID-19 in Mexico is available on Mexico’s Government website  <https://www.gob.mx/salud/es/archivo/prensa> or on the World Health Organization (WHO) site <https://www.who.int/emergencies/diseases/novel-coronavirus-2019/situation-reports/> |
| What is Los Cabos doing to prevent coronavirus from spreading? | The health and safety of our visitors is our top priority and special protocols to contain the virus have been implemented. Some of the actions taken in Los Cabos to avoid the spread include:  - A multidisciplinary committee where private and public organizations receive constant feedback about the source and spread of COVID-19  - Hospitals and Hotels have special training on the implementation of clinical guidelines issued by the Federal Government to limit the risk of infecting others.  - More frequent cleaning of public areas  - Daily communication among the associations in the destination about measures, best practices, protocols or assessment measures that need to be implemented.  - The Ministry of Health of BCS has already implemented protocol with the hotel and timeshare association as well as with the business chamber of commerce and DMCs to assess and immediately inform about any potential risks or cases.  Federal and State authorities are monitoring constantly and have not considered the situation a National Health Emergency. Please don’t hesitate to reach out to us at [covid19@visitloscabos.travel](mailto:covid19@visitloscabos.travel) if you have any additional questions. |
| We have a trip to Los Cabos planned soon, but we’re concerned about the coronavirus. Is it safe to travel there? | Some of the actions taken in Los Cabos to avoid the spread include:  - A multidisciplinary committee where private and public organizations receive constant feedback about the source and spread of COVID-19  - Hospitals and Hotels have special training on the implementation of clinical guidelines issued by the Federal Government to limit the risk of infecting others.  - More frequent cleaning of public areas  - Daily communication among the associations in the destination about measures, best practices, protocols or assessment measures that need to be implemented.  - The Ministry of Health of BCS has already implemented protocol with the hotel and timeshare association as well as with the business chamber of commerce and DMCs to assess and immediately inform about any potential risks or cases.  While we cannot make the decision to travel for you, we can assure you that Federal and State authorities are monitoring constantly and have not considered the situation a National Health Emergency. Please don’t hesitate to reach out to us at [covid19@visitloscabos.travel](mailto:covid19@visitloscabos.travel) if you have any additional questions. |
| Did the Grand Princess cruise ship stop in Los Cabos? | The Ministry of Health of Baja California Sur has issued a statement clarifying the situation about the Grand Princess Cruise where a reported passenger passed away due to COVID-19. It has been confirmed this passenger and the voyage he took did NOT stop in Cabo San Lucas or any Mexican port of call. The cruise did make a latter trip that made a stop in Cabo San Lucas but the passenger was NOT onboard the ship.  There are no confirmed or suspected cases in Los Cabos. The health and safety of our visitors is our top priority and special protocols to contain the virus have been implemented. Please don’t hesitate to reach out to us at [covid19@visitloscabos.travel](mailto:covid19@visitloscabos.travel) if you have any additional questions. |