

Digital Tools and Resources to Help Your Business Prepare for a Crisis

According to FEMA, roughly [40% to 60%](#) of small businesses never reopen their doors after a natural disaster. To help your business prepare for a crisis, here are a few tips and Google resources to help you stay in touch with colleagues and customers, communicate essential business updates, and protect valuable documents.

Steps to take now

Be ready to communicate timely information to your customers.

- Verify your business with [Google My Business](#) to ensure information like your hours of operation, website, and phone number can appear accurately on Google Search and Maps.
- Store contact information for your employees, vendors, and clients online so it's accessible from any device.

Be ready to communicate with your employees.

- Create a [Google Group](#) that includes all of your employees to make it easier to contact a large number of people at once.
- Make an emergency plan, and share it with employees via an email address they can access outside of the office.

Be ready to access important documents.

- Upload important documents to the Cloud through a product like [Google Drive](#) so you can access them from anywhere.
- Consider [downloading](#) critical documents to your mobile phone for offline access in case you lose cell service.

Steps to take in the event of a crisis

- [Edit](#) your hours of operation through Google My Business so customers know if you are open, closed, or have modified hours.
- Use [Posts](#) to communicate timely information like service changes or inventory updates directly on your listing on Google.
- Communicate updates to your employees and customers through email and social media.
- If you're unable to be at your physical business location, redirect your business phone number to your mobile phone or a service like [Google Voice](#) so you can answer business calls.
- Stay updated about the crisis via the [Google Crisis Map](#).