

Updating Your Branch Hours for COVID-19



Introduction

The spread of the coronavirus in the United States has created a sense of urgency among many credit unions to review, update, or even create pandemic plans and policies.

Have you made any operational changes at branches?

If so, it is imperative to update your local listings to reflect these changes. Your membership needs to be aware of new or reduced hours at your branches.

Callahan & Associates has compiled the most popular local listings sites, including Google, Facebook, Yelp, and Bing, and outlined how to update your existing hours.


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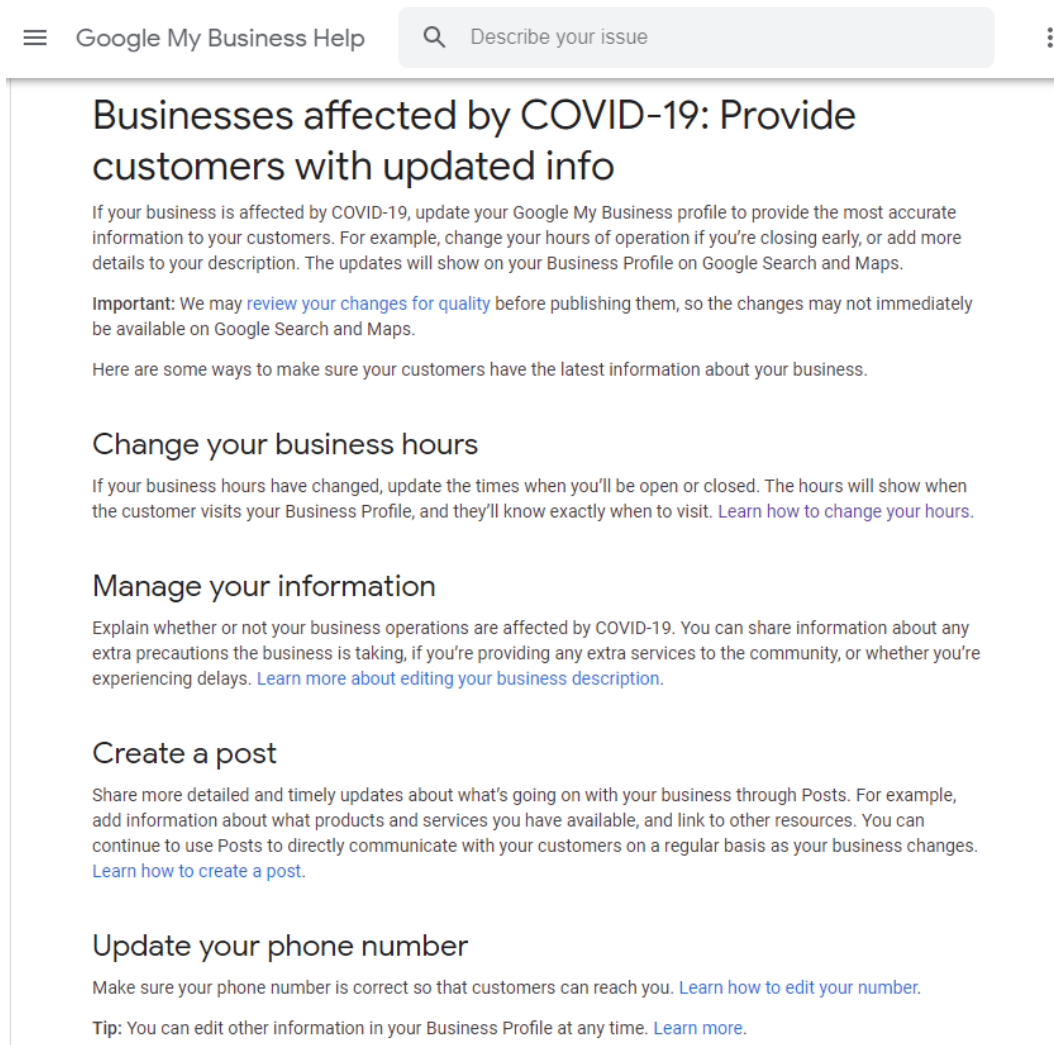
1. Google	
2. Yelp	
3. Facebook	
4. Bing	

1. Google

Google is asking businesses to update its Google My Business listings if the business is affected by COVID-19. See below to update your GMB hours. Google has also posted a new [help document](#) (screenshot included below) describing how businesses can update their business hours, phone numbers, business descriptions and/or use Google Posts to share more information.

How to update your Google hours:

1. Sign in to [Google My Business](#). If you have multiple locations, open the location you'd like to manage.
2. Click Info from the menu.
3. Next to "Add hours" or your current business hours, click Hours .
4. Turn on each day of the week that your business is open.
5. Next to each day of the week that your business is open, click **Opens at**, and then select the opening time.
6. Next to each day of the week that your business is open, click **Closes at**, and then select the closing time.
7. After you're done setting your hours, click **Apply**.



The screenshot shows the Google My Business Help page. At the top, there is a navigation bar with a hamburger menu icon, the text "Google My Business Help", a search bar containing "Describe your issue", and a grid icon. The main content area has a heading "Businesses affected by COVID-19: Provide customers with updated info". Below this heading is a paragraph of text explaining the importance of updating business profiles. An "Important" note follows, stating that changes may not be immediately available. Below this are four sub-sections: "Change your business hours", "Manage your information", "Create a post", and "Update your phone number", each with a brief description and a link to learn more.

Google My Business Help

Businesses affected by COVID-19: Provide customers with updated info

If your business is affected by COVID-19, update your Google My Business profile to provide the most accurate information to your customers. For example, change your hours of operation if you're closing early, or add more details to your description. The updates will show on your Business Profile on Google Search and Maps.

Important: We may [review your changes for quality](#) before publishing them, so the changes may not immediately be available on Google Search and Maps.

Here are some ways to make sure your customers have the latest information about your business.

Change your business hours

If your business hours have changed, update the times when you'll be open or closed. The hours will show when the customer visits your Business Profile, and they'll know exactly when to visit. [Learn how to change your hours.](#)

Manage your information

Explain whether or not your business operations are affected by COVID-19. You can share information about any extra precautions the business is taking, if you're providing any extra services to the community, or whether you're experiencing delays. [Learn more about editing your business description.](#)

Create a post

Share more detailed and timely updates about what's going on with your business through Posts. For example, add information about what products and services you have available, and link to other resources. You can continue to use Posts to directly communicate with your customers on a regular basis as your business changes. [Learn how to create a post.](#)

Update your phone number

Make sure your phone number is correct so that customers can reach you. [Learn how to edit your number.](#)

Tip: You can edit other information in your Business Profile at any time. [Learn more.](#)

2. Yelp

How to update your Yelp hours:

From the Yelp Business Owners website (biz.yelp.com)

1. Go to the [Business Information](#) section
2. Click **Add** (or **Edit** if you have existing content here)
3. Click **Save Changes**

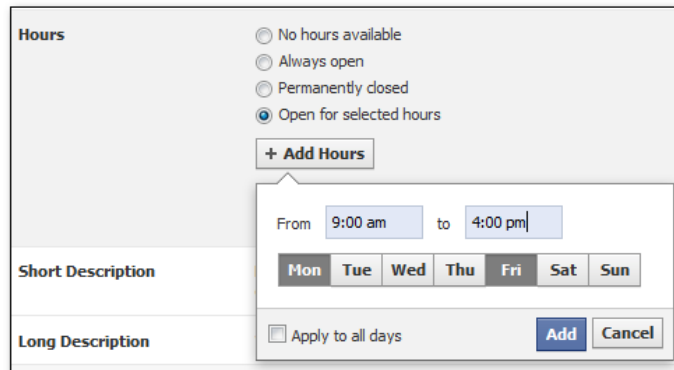
From the Yelp for Business Owners app

1. Click **Biz Info** in the bottom navigation bar
2. Tap either **Specialties**, **History** or **Meet the Business Owner/Manager** and enter the information
3. Hit **Save**

3. Facebook

How to update you Facebook hours:

1. Click **About** on the left side of your Page.
2. Click **Edit Page Info**.
3. Click the **Hours** tab at the top.
4. Update your hours and click **Save Changes**.



The screenshot shows the Facebook 'Hours' settings interface. At the top, there are four radio button options: 'No hours available', 'Always open', 'Permanently closed', and 'Open for selected hours' (which is selected). Below these is a '+ Add Hours' button. A modal window is open, showing a 'From' time of '9:00 am' and a 'to' time of '4:00 pm'. Below the time fields are seven buttons for the days of the week: 'Mon', 'Tue', 'Wed', 'Thu', 'Fri', 'Sat', and 'Sun'. At the bottom of the modal, there is a checkbox for 'Apply to all days' and two buttons: 'Add' and 'Cancel'.

4. Bing

How to update your Bing hours:

1. Visit bingplaces.com and log in if necessary
2. Click on your business name
3. Click the **EDIT** button next to your business name
4. Click the **Next** button until you get to the section that displays your hours
5. Update the hours to reflect your new branch hours
6. After you're done update your hours, click **Save**