

STEPS TO MANAGE YOUR SOCIAL MEDIA DURING COVID-19



- 1 Notify Your Audience**

Your audience wants to know what is happening with your business. Make sure to update your service information, pinning any COVID-19 related changes to the top of the page. Even if you are operating as normal or close to normal, it's good to explain that.

In addition, mention any extra precautions regarding cleaning procedures, the number of visitors allowed in the business, etc. you are putting in place to help people feel at ease.
- 2 Stay Responsive**

Be available to help customers, monitor social media profiles for messages and comments, and be ready to answer them as soon as possible.
- 3 Keep a Compassionate Tone**

Regardless of what you are posting, people are going through a lot. Avoid using cold, corporate-speak, and be human. People need empathy and support during a crisis.
- 4 If You Can, Find Ways to Help**

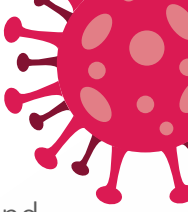
Whether through donations, charitable giving, or spreading awareness and taking part in crowd-sourced good causes (many of which are happening solely on social media using hashtags), finding a way to help can be very impactful.

If you're a tax consultant, can you give people tips on how to claim their home office in their next tax return? If you're a bakery, can you give people ideas on how to create unusual, but delicious, cakes with basic ingredients? Are you teaching Yoga and can you offer classes online?
- 5 Live Streams and Virtual Events**

With events shutting down and people less likely to be getting out, switching events to virtual meetings and going live on social media platforms is a great way to engage your community safely. Provide them some sense of normalcy by letting them see and communicate with you as it was pre-crisis. If you're an art school or a photographer, you can start an online challenge under a specific theme and then promote the submissions, the artists, and the winners. There are many things you can conduct virtually- and already think about offering a personal experience in the future that's tied to the outcome of your virtual offering.
- 6 Remember Your Role**

The world may feel like it's at a standstill, but remember, people are not sitting at home thinking non-stop about COVID-19, and if they are, they're going to enjoy a welcome relief from that. Unless your brand is tied directly to the medical field, your audience is not looking to you for the answers to this pandemic, rather how they can still enjoy your service and connect with your brand despite it.





7 Be Mindful About Your Content

When talking about travel, attending events, and dining out experiences, keep in mind, that these things will likely not be normal for a while. In order to not come across as disconnected, talk about those things clearly as in the past or in the future as ‘something I’m looking forward to doing soon.’ In your content, talk about things you’re doing at home with your family. Give others ideas, and ask for recommendations. Are there great (unlikely) movies to watch? Are there things you can do with children at different ages? What fun meals can you cook yourself- or virtually with friends?

Showcase your expertise and provide tips and ideas that may seem normal to you, but may be helpful to others. If you run a hotel, what tricks do you use to keep everything clean? What are the tips that you know as a professional that people can apply to their homes? For example, if you’re a painter, tell your audience the steps to getting the best results when painting a room or how to select the right colors. Give your followers fun little (and doable!) tasks they can do at home without having to get a lot of additional tools or ingredients.



WHAT TO AVOID

1 Lack of Compassion

Sounding fake, corporate, and cold in your posts, especially when trying to convey sympathy and care.

2 Avoid discussing COVID-19 too much

Feel free to mention the Coronavirus, COVID-19, or social distancing by name or more subtly, when appropriate. It’s here and everyone knows it, so you don’t need to avoid the topic, if it makes sense. Just don’t talk about it in all of your posts. As mentioned above, the community probably won’t be expecting you to be delivering them the latest breaking news on the situation.

3 Avoid Discussing COVID-19 Politics

As always, heated politics is unlikely to create a good response, even if one thing seems obvious, somebody else might think otherwise.

4 Trying to Profit From a Crisis

You’re running a business and people will continue to look for your services. If you’re offering special deals or discounts, your prospects and customers will want to hear about them. When it comes to the way you present these, the devil is in the detail. Unless it’s directly related to the pandemic, don’t call it a COVID-19 discount. You don’t want to be perceived as an ambulance-chaser. Now is not the time for the hard sell.

5 Humor

Being funny when people are stressed or exhausted can backfire. When in doubt, stick to professional language. The current situation has put a lot of strain on individuals and communities, so show that you’re there to help and support. Don’t try to make light of the situation.

