



Management
Consulting
Training

Welcome

The webinar will start shortly – if you can see this slide on your screen, please say hello in the chat box

Social Media & COVID-19

There has never been a more crucial time for your social media

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The Situation is Fluid

- The nation is still in flux, with more new cases being reported each day
- There is no telling yet what the final health effects will be
- We already know there will be SIGNIFICANT economic impacts
- Oxford Economics, who built projections for USA Travel, estimates the impact to the travel/tourism industry alone will be SIX times worse than 9/11





The Situation is Fluid

- Some areas have, and many areas may still, reach the point of closing all non-essential businesses, and that closure may last 6-8 weeks
- Social Media, your website, and email may be your only customer touchpoints until May or June
- As people are stuck at home and spending more time online, they will be hungry for unique content
- Look for opportunities for virtual experiences
- Take the time to build your media stockpile

Stay Calm and Carry On?

- It should definitely **NOT** be business as usual
- Every post you make on social media must be screened through the lens of sensitivity to the current situation
- Posts that belittle or ignore the situation make you appear “tone deaf” and may create hostility or animosity toward your brand
- Especially avoid looking like you are trying to leverage the crisis to your advantage to gain business
- Remember that people can't see your **intent**



Social Posting Topics

- Avoid promotional posts that encourage visitation in direct contravention of the state and CDC guidelines
- Stay away from travel, event, or gathering hashtags
- Even if you are a small venue with fewer than 10 visitors at anytime, be sure any posts point out what you are doing to mitigate risk
- Offer alternative ways to interact
 - Virtual tours
 - Videos
 - Delivery or Pickup



Social Posting Tempo

- There will be a lot more people home for a lot longer than we are all used to, so normal audience behavior patterns will be disrupted
- You will be able to post more often
- Videos can be longer
- Posting during different times of the day will work
- Get to know your new audience
- Many businesses experiencing an influx of fans



Websites

- This may be a good time to update your website/blog
- Offer browsing, viewing or interactive material during this time when people are bored at home
- Definitely have a statement of what your business is doing to mitigate risk, or any updated hours or changes to services or products
- Make updates obvious and easy to find
- Link to local or state update page if you cannot keep up



Email

- People's inboxes are being inundated with COVID-19 updates, so don't do one just to do one, but if there have been impacts or updates your customers need to know, you should be emailing them
- Try to avoid generic subject lines like "COVID-19 Update"
- Make sure wording is sympathetic and supportive, not promotional
- Offer alternatives



Questions?

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