

Social Media During COVID-19

For businesses navigating this pandemic, social media might be an intimidating place to be. Is it okay to continue posting as usual? The short answer is yes, as long as you're being respectful of the current situation, remaining flexible and positioning your page as a resource to the community.

To help you manage this confusing time, we've put together a few tips to be mindful of as you plan your social media strategy during the pandemic.



Do:

- **Post more video** – Media consumption is at an all-time high, but attention span times are lowering. The best way to quickly grab the attention of new followers is through engaging video content.
- **Offer resources** – The community is struggling right now. Stand out by showing that you care and are doing what you can do to help. Resources can be digital and don't necessarily need to be costly for you – however, if you can donate time and materials in some way to help, definitely do so.
- **Talk about COVID-19 in a human, inclusive way** – Your followers want to know how you've been affected, too. Consider the language you use to talk about the situation – avoid phrasing like “staying sane” and focus on wellness, respecting individuals' definitions of health.
- **Engage with your followers** – Comment, like and share content! Make your page a hub where the community can come together.
- **Experiment with new strategies** – Try out that new social technique or tool you've been putting off before. Try out video, polls, live streams, etc. and use this period as a learning opportunity.

Don't:

- **Treat social like a sales pipeline** – In general, it's never a good idea to be sales-heavy on social media, but this is especially important right now. If you're a small business that can still sell goods right now, focus on the art of the soft sell, your people and how customers can support you.
- **Test out new brand values** – If you weren't political before, now isn't the time to voice your opinions. Alternatively, if your page was previously a place to voice opinions, funny memes, etc., now isn't the best time to confuse followers by going dark or switching to a completely somber tone.
- **Be tone-deaf** – If you normally read through content twice to ensure inclusivity, do it three times right now. Keep in mind how your customers and your own employees are being affected before you post.
- **Schedule content for the month** – Things are changing rapidly; you should be ready to pivot as needed. We recommend keeping scheduled posts to a week out or less.