



# 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 region 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

- ▶ Florida may 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 VCB update page



# 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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