



STRATEGIC SHIFTS TO STAY SOCIAL

PRESENTED BY

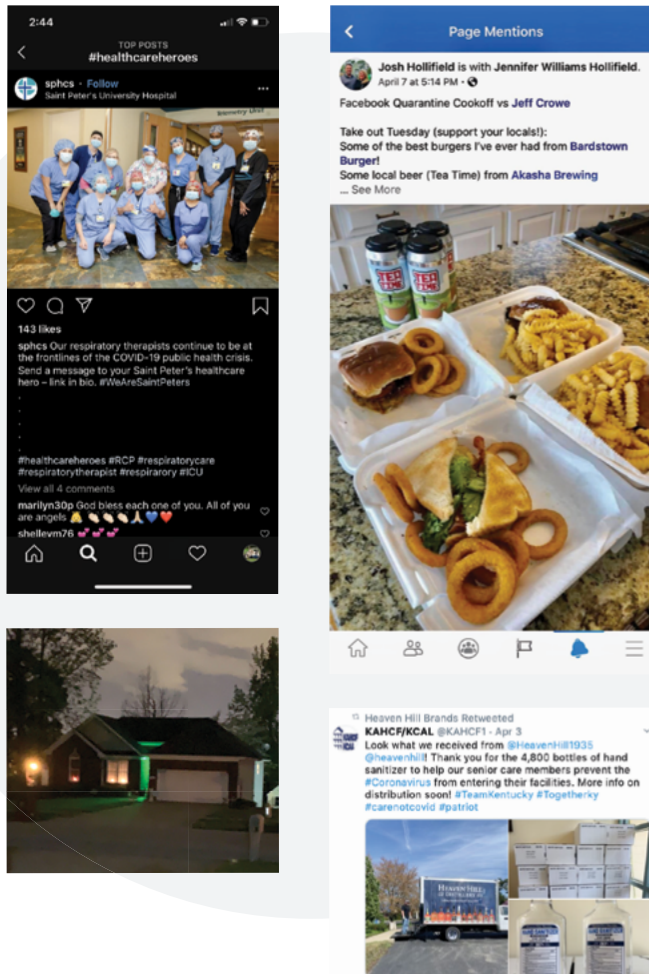
LEAP GROUP



In many ways, it can seem like social media was purpose-built to support people during these unprecedented times of stay-at-home orders and social distancing. Social media not only provides us with a never-ending scroll of distractions, but it is – and always has been – the heart of our virtual communities. More than ever, these communities are of utmost importance, giving us the ability to connect and be #inthistogether.

“Together” includes business and brands of all sizes. From local restaurants offering carry out to grocery stores repeatedly restocking shelves to online retailers working around the clock to avoid shipping delays and national brands making large donations to support those that are closed, essential and non-essential businesses are serving respective key roles in navigating the uncertainty - even as they are experiencing uncertainty themselves.

Consumers are turning to social media to show their support:



As social media use remains at an all-time high – **time spent on apps grew 10 percent** at the end of Q1 in the United States – and the landscape continues to adjust to government restrictions and new social norms, a shift in social media strategy is inevitable, but also achievable.

STAY INFORMED AND LISTEN CLOSELY.

Follow the CDC and WHO on social media to get the latest and most accurate information about COVID-19.



- www.facebook.com/CDC
- [instagram.com/CDCgov/](https://www.instagram.com/CDCgov/)
- twitter.com/CDCgov
- [youtube.com/user/CDCstreamingHealth](https://www.youtube.com/user/CDCstreamingHealth)



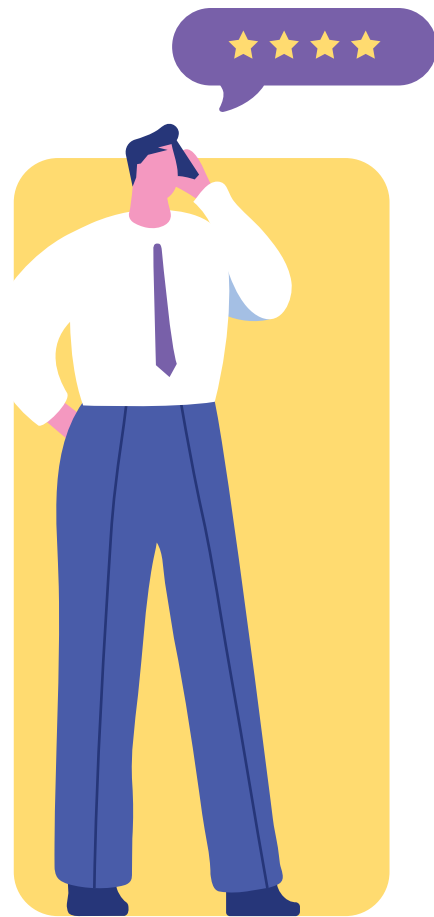
- [facebook.com/WHO](https://www.facebook.com/WHO)
- [instagram.com/who/](https://www.instagram.com/who/)
- twitter.com/WHO
- [youtube.com/user/who](https://www.youtube.com/user/who)

USE SOCIAL LISTENING TO UNDERSTAND WHAT YOUR CUSTOMERS ARE SAYING.

Twitter is seeing a COVID-19 related tweet every 45 milliseconds, and #Coronavirus is now the second most used hashtag of 2020.

Those millions of tweets range from news and personal updates to opinions and meme reactions. This creates a lot of noise and a mix of emotions — and that is only on Twitter.

Understanding how your consumers are discussing your business, and more broadly, how the situation is affecting them, will help you move through the clutter and respond in the best way.



MONITOR YOUR OWNED SOCIAL MEDIA CHANNELS FOR COMMENTS, DIRECT MESSAGES AND REVIEWS ON YOUR SOCIAL PAGES AND HANDLES.

- Anticipate questions and prepare responses in advance so your message is consistent with other forms of communication.
- Keep a pulse on sentiment and be prepared to pivot messages if they aren't resonating.
- Hide public comments that spread false and inaccurate information.

Monitor your audience's larger social conversation by creating a list of keywords and hashtags as they relate to your brand and coronavirus. You can add these keywords to:

- Google Alerts.
- Social media management platform, such as Sprout Social.
- Social listening technology, such as Brandwatch.





KEEP IN TOUCH

For most businesses and brands, this is not the time to “go dark.” But it is probably time change your message. According to eMarkter’s report on a recent Kantar survey, 77% of respondents said “they wanted advertising to ‘talk about how the brand is helpful in the new everyday life,’ and 75% said it should ‘inform about [the brand’s] efforts to face the situation.’”

A business or brand’s owned social media channels provide a platform to address these concerns, and also are where consumers are turning for the most up-to-date and accurate information.

Share company updates.

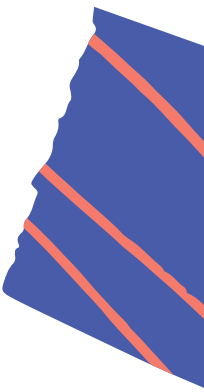
- 1 | Store Hours.
- 2 | Shipping Details.
- 3 | Contact Information.
- 4 | Answers to FAQ’s – especially as they relate to customer service inquiries.
- 5 | Leadership’s response to the pandemic.
- 6 | Any positive initiatives your company and/or leadership is taking.



Connect with your community.

- 1 | Answer questions.
- 2 | If you're experiencing an increase in messages and need help responding more quickly, set up Instant Replies on Facebook. This will help set expectations, and let users know that you are listening but there will be a delay in getting back to them.
- 3 | Thank them for their support.
- 4 | Show them you can relate.

Make updates easily accessible.

- 1 | Pin important messages to the top of your Facebook & Twitter.
 - 2 | If you have a video response, make that your highlighted YouTube video.
- 

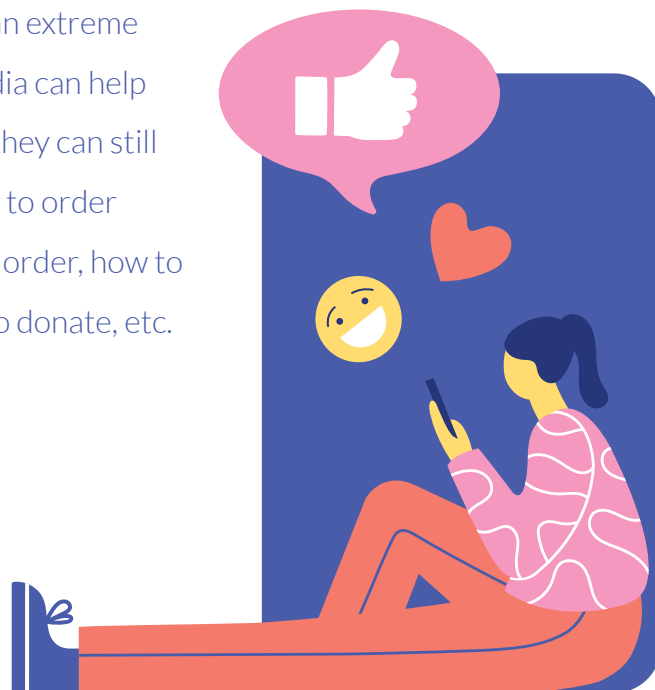
PREPARE FOR CHANGES IN CONSUMER BEHAVIOR

Unsurprisingly, social distancing has impacted consumer purchase behaviors and decisions. While the immediate effect is short-term, we can expect the pandemic to have long-term effects as well.

To adapt your social strategy for these changes, focus on ways it can help move your business online.

1 Emphasize E-Commerce.

Depending on your business, this may not be a time for sales messages. For others, e-commerce messaging is all they've ever known. But, for those facing an extreme decline in revenue, social media can help inform your consumers how they can still support your business — how to order online, how to call to place an order, how to buy digital gift cards, where to donate, etc.



2 Host Virtual Events.

For many, attending events is a missed activity on both a personal and professional level. If your business or brand was planning an event, or if you have an idea for a new event, consider creating a virtual event. Nearly every social media network has a live stream option, and they are all seeing an increase in live video streams and views.



3 Don't Forget About TV and Desktop.

In social media, we often think mobile-first, but as people spend more time at home, we're seeing more time spent with larger screens – desktop, tablet and TV. As you create new and review existing creative, consider design specs for all screens.

USE PAID MEDIA TO AMPLIFY (APPROPRIATELY)

According to eMarketer's report, the majority of consumers don't expect brands to stop advertising.

As users spend more time across social media networks, supporting content that is relevant and sensitive with paid media can help reach a more captive audience and engage consumers in a relevant and meaningful way.



While things are moving quickly, keep in mind that like the rest of us, the social networks are experiencing workforce changes as well. Facebook has warned advertisers that they may experience delays in ad approvals. Try to plan ahead and give your campaigns extra time to activate.

Additionally, keep an eye on your CPM, as well as user comments and sentiment toward your creative. It's difficult to predict consumers overall response but keeping a close eye on performance will allow you to optimize toward top performing content and pivot messages when necessary.

**BEFORE YOU RUN A CAMPAIGN —
ESPECIALLY ONE THAT IS RELATED
TO COVID-19 — MAKE SURE YOU
READ EACH SOCIAL NETWORK’S AD
POLICIES:**



Facebook and Instagram Ad Policies

Facebook says it prohibits exploitative tactics in ads and has banned ads for medical face masks, hand sanitizer, disinfecting wipes and COVID-19 test kits. For the network’s latest information on COVID-19, visit [Facebook’s Newsroom](#).

Twitter Ads Policy

While Twitter says it prohibits the targeting of keywords related to COVID-19, managed advertisers are able to reference COVID-19 if the campaign is related to adjustments to business practices, and/or support for their customers and employees. Self-serve advertisers, however, are still prohibited from including any references to COVID-19. To learn more, visit [Twitter’s inappropriate content guidelines](#).





Pinterest Advertising Policy

Pinterest says it limiting COVID-19 search results because “pins about this topic often violate [Community Guidelines](#), which prohibit harmful medical misinformation.” Currently, if a user searches for COVID-19 related terms, they are delivered pins from internationally-recognized health organizations. Pinterest also shared a [guide for brands](#) creating content related to COVID-19.

LinkedIn Advertising Policy

Ads promoting unrealistic or misleading claims about health improvements are prohibited, and LinkedIn says it reserves the right to restrict advertising related to any health matter if targeted inappropriately. It also reserves the right to restrict ads for medical devices.



TikTok

TikTok prohibits misinformation intended to deceive or mislead the public and removes misinformation that could cause harm to an individual’s health or wider public safety.

Users exploring hashtags related to coronavirus, are provided an in-app notice with links to local health resources and reminds users to report content that violates its [Community Guidelines](#).

During this unprecedented time, social media is providing a safe space for connection. Shifting your strategy will help your brand or business effectively build that connection with your consumers right now, and hopefully, make for a smooth transition when you can connect in person in the future.

