



COVID-19 Social Strategy

March 2020

Navigating social media responses in a COVID-19 environment can be challenging. With so much information out there, it can be hard to know what is accurate and what is relevant to share to your customers. Below are a number of recommendations to help guide your social communication and efforts.

GENERAL RECOMMENDATIONS

- When posting on Facebook, we recommend posting a link to a letter or press release that lives in full on your website. This is a good strategy because it keeps the social post mobile friendly, drives website traffic, and helps SEO efforts.
- Posts should be boosted to your geographic area. We recommend boosting the post(s) for at least a week, but that could be extended based on the CDC's recommendations around social distancing, closures, etc. in your area. This is important because Facebook's algorithm favors boosted content and will show it more frequently than organic content.
- Posts should use a graphic that is your logo or includes branding or a brand element (such as image of a truck or corporate sign). Using imagery of "happy people on devices" or something else may not give the right tone for the seriousness of the situation. Using a brand element will keep the image from being misconstrued.
- We recommend posting 2-3 times per week. Check your Facebook page "Insights" > "Posts" to see your specific peak traffic days and times to know when to post, assuring the most people see your content.
- Not all content should focus on the heavy elements of COVID-19. It is important for your customers to be informed on what is happening in your community and within your organization but offering some light-hearted elements (that are not tone deaf) is important in keeping spirits up.
- Be transparent about what you are doing to protect your team and your customers. Update your customers often, as things are changing quickly.
- Sharing posts from local and/or reputable news sources is encouraged but should not be the main source of your page's social content.
- Tag other people or businesses in your posts as appropriate to drive additional reach.