

Managing Social Media in Times of Crisis

Tips on Strategic Social Media Communications

If you need to adjust your social media strategy because of COVID-19, here are 5 tips to get you started.

1

Hold off on the idea of "business as usual" —Now is the time to pause scheduled tweets or pre-written content for campaigns and adapt your strategy. Save all previously planned content for another month or another quarter. It's important to put first not only the safety but also the mental health of your employees and customers before anything else.

2

Switch up your CTA if needed —If your business has a physical location encourage online purchasing instead of in-store by simply switching your CTA language. Restaurants can encourage takeout and delivery orders.

Managing Social Media in Times of Crisis (Cont.)

3

Be transparent and show your action plan –Show the steps you are taking to alleviate your customer’s concerns. For public places, that are allowed to remain open, tell them how you are sanitizing, and protecting your customers and employees. This shows your overall awareness and compassion.

4

Listen and address concerns.–It’s important to listen to and understand the concerns that your customers have in order to address them, as best you can. Demonstrating you’re doing your best in uncertain times, can go a long way. If you’re not directly affected, but have something meaningful to offer (that’s true to your brand), consider sharing. For example, health/wellbeing tips, meditation/calming content.

5

Review the situation daily –Appoint one person on your team to reevaluate the situation every morning and adjust all strategies accordingly. In times like these, the environment changes so rapidly that a post you put up yesterday could be distasteful today.

Social Media Crisis Worksheet

Now that you have a few tips on switching up your social media strategy in times of crisis, here's a worksheet that will help you plan your revised social media content.

How do my customers feel?	
What do my customers need?	
How do I want my customers to feel?	
What phrases/content should I avoid?	
What phrases/content should I include?	

If your business needs further assistance with revising its social media strategy, please contact info@Influenceempowered.com.