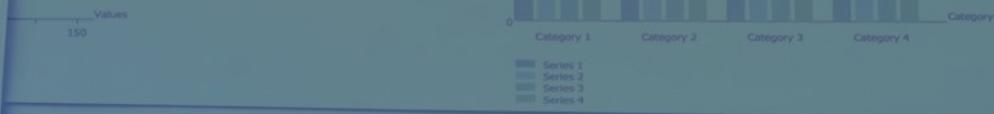


COVID-19 SOCIAL & DIGITAL RECOMMENDATIONS

Category 1	90	98	70	57
Category 2	120	110	80	70

Category 1	25	35	45	55
Category 2	17	48	53	70
Category 3	34	50	70	80
Category 4	35	53	72	100



Less than 5,000	5,000 to 9,999	10,000 to 14,999	15,000 to 19,999	20,000 to 24,999
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OVERVIEW

Globally, concern about COVID-19 (Coronavirus) continues to grow. Global medical authorities are escalating warnings and response protocols, and as such, organizations have been taking action to support employees, customers and other stakeholders. Companies and organizations need to plan accordingly for a variety of scenarios during this time.

STRATEGIC IMPERATIVES

This is a fluid situation, with information and directives released multiple times each day. Your social imperatives are grounded in principles important to protect, even build, your reputation during this time:

1. Take a stakeholder-centric approach.
2. Defer to global health authorities because this situation is bigger than any one organization or institution.
3. Use values, empathy and accountability as decision-making guides.
4. Accept imperfect information. Decide quickly and communicate clearly.
5. Recognize the potential for complications and opposition.

As it relates to **social**, we believe it's important to do these things (if you don't do anything else, do these):

1. Develop clear escalation protocol for your digital and/or social teams.
2. The very best thing you can do is **listen** – understand what people, executives, and other brands are saying & doing during this time. (At minimum, in your day-to-day operation, monitor industry-related hashtags, competitor feeds including top executives, and conversations on your own channels).
3. Where you can help your social communities, help.
4. Use this guide for recommendations on many aspects of your social operation.

RECOMMENDATIONS

Following is a collection of considerations and recommendations to protect or manage your brand on social media, whether organic or paid, for brands and executives alike. You will find guidance for:

- Risk Mitigation
- Community Management
- Events, Conferences, Launches
- Organic & Paid Content / Campaigns
- Executive Social

RISK MITIGATION

RISK PREPARATION & MITIGATION

In times of crisis, internal communication is key – particularly with anyone who publishes externally (including, but not limited to, all social media channel owners). It is imperative to set a clear governance process for your social and digital properties including:

- Find out if the organization has a COVID-19 taskforce to oversee company policies and internal/external communications.
- Develop a contact list with names/phone numbers for your key stakeholders, including HR and legal.
- Develop clear escalation protocol for your digital and/or social teams.
- Develop a FAQ to be distributed to your teams of most commonly-asked questions and issues; consider posting on your website, as well.
- Create different scenario plans for your content posting, responses, and pausing; conduct scenario planning exercises with your team and key stakeholders.
- Conduct social listening 24/7, across your owned channels as well as earned conversation, including competitive intelligence.

COMMUNITY MANAGEMENT

COMMUNITY MANAGEMENT

- Listen to what your community's needs and concerns. Where you can help, help.
- Adhere to the escalation protocol your digital and/or social teams have established.
- Be hyper-sensitive about anything you “like.”
- Define and stick to the tone you want to take with any responses you deem necessary.
- Avoid engaging with content that uses humor, sarcasm, criticism of policymakers or other countries or any other content that may polarize your audience.
- Avoid responses that could be considered opportunistic.
- Empathy (I'm sorry, thank you, we're here to help, etc.) is always a great safe harbor.

EVENTS, CONFERENCES, LAUNCHES

DIGITAL & SOCIAL CONTINGENCIES FOR EVENTS, CONFERENCES, LAUNCHES

- Livestream keynotes or talks on LinkedIn, Facebook, Twitter or another channel, depending on where your audience is.
- Conduct interviews with media on the topic of your panel, presentation or keynote.
- Create blog posts about topics from the conference.
- Share speaker presentations on Slideshare and various other channels (social, websites, etc.) as content dictates.
- Bring the conference to life across your social channels:
 - Twitter
 - Twitter Threads
 - Example 1: <https://twitter.com/jack/status/1189634360472829952?>
 - Example 2: <https://twitter.com/disneyplus/status/1183715553057239040>
 - Twitter Chats
 - Interviews and group discussion facilitated by your brand/influencer/exec/speaker
 - Twitter Moments
 - Curate relevant twitter content from audience, speakers, and stakeholders to show multiple sides of the same story and conference topic
 - Example: <https://business.twitter.com/en/blog/Everything-you-need-to-know-about-Twitter-Moments.html>

DIGITAL & SOCIAL CONTINGENCIES FOR EVENTS, CONFERENCES, LAUNCHES (cont.)

- Reddit AMA
 - Host a panel discussion or conversation with an executive, speaker or relevant internal team.
 - Promote the event to highly relevant audiences on subreddits.
 - Support with paid amplification on Reddit to niche, targeted audiences via subreddits.
- Facebook
 - Promote a speech, panel or presentation via Facebook Live.
 - Host interviews from company HQ and invite audiences to submit questions in real time.
 - Feature relevant content on video carousels.
 - Chop up previously crafted keynote and product videos into snippets to drive traffic to owned channels.
- Instagram
 - Conduct IGTV video interviews.
 - Feature content intended for the event on Instagram stories.
 - Stream on Instagram Live, featuring various company representatives and/or guests, as your content dictates, and engage with audiences in real time.

ORGANIC & PAID CONTENT/CAMPAIGNS

ORGANIC CONTENT

If you're in charge of a content calendar, now is the time to pause and proactively look at all content planned for the next two weeks (at least).

- The line to walk right now is this – you don't want to add to the noise, but business is still moving on, so it's appropriate and necessary to publish content.
- The very best thing you can do is **listen** – understand what people, executives, and other brands are saying & doing during this time.
 - Understand the sensitivities, polarizing topics/themes, and where a void of sufficient response might be.
 - At minimum, in your day-to-day operation, monitor industry-related hashtags, competitor feeds including top executives, and conversations on your own channels.
- Your focus should be squarely on the audience, not you as a brand. This is a great opportunity to deliver on the value you are uniquely positioned to deliver. Value can be delivered via:
 - Help** – what kinds of resources, products, services, and/or assistance are you providing during this time?
 - Information** – what kinds of useful, reliable education, tips, practices, and/or information are you uniquely able to provide during this time?
 - Leadership** – with an understanding of the disruption in people's lives, what confidence, advice, and/or inspiration can you give them?
 - Celebration** – how can you celebrate people in your community, your employees, or others during this time?
- The behaviors you should express:
 - Humility
 - Understanding
 - Empathy

ORGANIC CONTENT (cont.)

If you're in charge of a content calendar, now is the time to pause and proactively look at all content planned for the next two weeks (at least).

Potential topics to consider beyond COVID-19:

- Don't make all your posts about COVID-19. Share stories about people within the organization that are doing great work or are giving back to the community. Continue to celebrate major milestones and moments (for individuals, product teams, divisions, and company-wide).
- Communicate about anything externally relevant/appropriate that the company is doing to help employees, its customers and/or the community.
- Have a forward-looking focus on the business and the ways it is continuing to innovate to help people.
- Instill confidence by letting audiences know that while this is a very serious issue, the business will persevere, and the company is taking every step necessary to safeguard the company and its stakeholders for the future.
- Simply look back at content you've previously published and pick 3-5 from the past that can be re-published.

Topics to avoid:

- Do not use this crisis as an opportunity to promote something that doesn't help your communities in some way.
 - Tips from Twitter: <https://www.prweek.com/article/1676826/advice-twitter-to-not-to-tweet-during-coronavirus>
- Be hyper-sensitive about anything you share or even "like" on social media. Avoid sharing/engaging with content that uses humor, sarcasm, criticism of policymakers or other countries or any other content that may polarize your audience.
- Given the social distancing movement, it's advisable to not post photos or videos of large groups of people.

PAID SOCIAL

With paid media budgets already allocated and ads running, proceed with caution. This is not a time for sales opportunities but will be a time to offer value to your audience if you're uniquely qualified to do so and it's coming from a genuine place.

- Be thoughtful about tone of voice: Check your current paid ads. Ensure the voice is empathetic, not salesman-like. Your call to action should not appear opportunistic.
- Re-evaluate your content (i.e. copy, asset, call to action): More people remote working and social distancing means more screen time, which provides an opportunity, but it's essential to not be tone-deaf to what is happening around us. Ensure your content is still relevant to what you want to promote and is tailored to your audiences. Be wary of content that could be misinterpreted in the new social landscape.
- Become a resource: Your ads can be the easiest way to get information out to the right audiences.
- Understand company closures and if they impact any running ads (driving audiences into stores, locations, etc.)
- Create positivity, community, and hope: Most social media users now are plagued with statistics and fear while being cooped up in their homes. Where possible, share positive and uplifting stories that captivate your audience's attention.

PLATFORM RESOURCES

- Twitter: [Brand communications in time of crisis](#)
- Facebook: [Business Resource Hub: Managing through and building resilience during the COVID-19 outbreak](#)
- LinkedIn: [Staying Informed and Connected: Resources to Help Navigate Work and Coronavirus](#)

PAID SOCIAL (cont.)

- Stay connected about business performance: for example, should you pause campaigns for a later date? Should you pull targeting from high risk areas or do you perhaps need to increase in those areas?
- What is the industry doing: Are competitors advertising? Are they changing their messaging?
- Be mindful of shifting objectives: If moving away from event or location ads, is there opportunity to focus on drumbeat content or other business angles (human interest, ecommerce, gift cards, driving to site for content consumption)?
- Platform changes: Does the change in messaging and content mean you should shift platforms? Would looking at search, native or display better serve the new communication and consumer needs?
- Evaluate frequently

EXECUTIVE SOCIAL

EXECUTIVE SOCIAL

COVID-19 will continue to dominate headlines for the foreseeable future and will require frequent updates to employees and other key stakeholders about company priorities (#1 = employee safety and well-being) as well as policies and performance. Employees are looking to leaders for insights and assurance in this time of great uncertainty.

Before posting anything about the coronavirus, find out if the organization has a COVID-19 taskforce to oversee company policies and internal/external communications.

- Some companies are discouraging or outright prohibiting executives to post about coronavirus, even if they just want to share words of encouragement and support. Others have messaging and talking points that leaders and brands must use when posting on the topic.

EXECUTIVE SOCIAL

If posting about COVID-19 is allowed, proceed with caution. Potential topics to consider:

- Don't make all of your posts about COVID-19. Share stories about people within the organization that are doing great work or are giving back to the community. Continue to celebrate major milestones and moments (for individuals, product teams, divisions, and company-wide) Use executive social channels to let key stakeholders (employees = #1) know that you care, you're here for them and you appreciate them.
- Discuss policies the company is implementing for their employees, help their customers or ensure business continuity for the organization.
- Communicate about anything externally relevant/appropriate that the company is doing to help employees, its customers and/or the community.
- Instill confidence by letting audiences know that while this is a very serious issue, the business will persevere and the company is taking every step necessary to safeguard the company and its stakeholders for the future.
- Look for ways to help employees with both work and non-work related needs by providing them with resources, programs, etc.
- Have a forward-looking focus on the business and the ways it is continuing to innovate to help people.

EXECUTIVE SOCIAL

Topics to avoid:

- Do not use this crisis as an opportunity to promote something that doesn't help your communities in some way.
 - Tips from Twitter: <https://www.prweek.com/article/1676826/advice-twitter-to-not-to-tweet-during-coronavirus>
- Be hyper-sensitive about anything you share or even “like” on social media.
- Avoid sharing/engaging with content that uses humor, sarcasm, criticism of policymakers or other countries or any other content that may polarize your audience.
- Given the social distancing movement, it's advisable to not post photos or videos of large groups of people.

FLEISHMANHILLARD IS HERE TO SUPPORT

FleishmanHillard's Social & Innovation team can help clients with:

- Counsel on and help developing social escalation process, documentation, and scenario planning workshops
- Social listening for your organization and competitors as related to COVID-19 conversation
- Daily reports on the coronavirus and how organizations are responding on social media
- Contingency planning for events, conferences or launches (content strategy planning)
- Content creation and amplification support (including paid social programs targeted to your key target audiences)
- Social executive support (strategy and content creation)

Questions? Please reach out to:

Morgan O'Leary
Morgan.oleary@fleishman.com
+1-415-310-3366

Alyson Karoly
Alyson.karoly@fleishman.com
+1-609-203-6367