



We're in this together.

As we all face the new normal, social media messaging has never been more important and more scrutinized than in today's current times. We are working with our clients daily to ensure their content and social strategy is malleable to reflect the current needs during the COVID-19 crisis.

As strategic leaders in social media marketing and content, we are committed to helping our partners navigate these uncharted waters by staying up-to-date on daily news around COVID-19, understanding the need to pivot from current content calendars and creatively rethink what each of our brand partners should publish to authentically add value and when they shouldn't.

There has never been a greater need to shift all thinking so that social and digital touchpoints are "audience-first."

Our goal is to keep you informed and provide guidance in today's climate, which changes by the hour.

Best,

The Motion Agency Social Team

What Do I Do Next?

The world has changed, the marketing landscape has changed, your business may have changed and what your audience should hear from you next on your social media and digital channels *should absolutely change*. It's time to scrap your current social content calendars if you haven't already and take a deep look at what you want to publish next – if anything.

If your social channels can authentically provide information, clarity, value or support to what's currently happening to your audience, customers or community, then you can proceed – but with caution.

SOCIAL MEDIA CONTENT GUT CHECK: Should I publish?

- 1. Understanding Content Consumption:** Ask yourself this. “Is there a place for my brands content on my users feed?” News, updates, sentiments and dialogue surrounding COVID-19 are dominating the conversation on all channels – your message will likely live below, above or in-between Coronavirus content. Knowing your post will be sandwiched between other COVID-19 related content, you have to think about what that content will say, how will it reflect your brands values and how it will ultimately be served on each platform. Then ask yourself, does this make sense, does this add value, am I cluttering feeds or am I helping provide clarity?
- 2. “Content Distancing”:** Placing bigger bets on fewer pieces of content means culling your cadence down, WAY down, to only publish what's mission critical. Let's call this practice “content distancing.” Key into the time of day when your audience base is strongest across all platforms you're publishing on. Your content calendar for the next two weeks should reflect only posting at key times that your audience is most active on your platform.
- 3. Should Channels Go Dark?** You've been working hard to hone your social channels as direct extensions of your product or service. Even with a pandemic in play, now isn't the time to completely shut-off. That said, what you post is critical to ensure your brands survival when the dust settles. It can NOT be self-serving or tone deaf.

At Motion, we ask ourselves “what's the intended message, goal and theme” for everything that hits our client's social channels? Have your business hours been impacted? Have your operations been suspended? Will there be a disruption in service? Let people know through social. Are you now hosting virtual trainings to help customers navigate the landscape? Great – use social to let that niche audience know and to drive attendance. Can you tastefully outline how your products or services can be used in this new era? Are your products or services essential to the health, well-being and mental health of your community and the greater good? Social could help carry that message. Right now, more than ever, quality trumps quantity.

4. Pausing Paid Social: If you're still on the fence [this Entrepreneur article](#) mentions that it's okay. At this point, we're counseling general B2C brands to either pause active flights, dial-back spends significantly or halt social advertising altogether for the time being – whether it's a CPM, CPC or Conversion campaign.

While a Sponsored Content execution to a B2B audience on LinkedIn may weather the storm, if you're on social media right now you're probably seeing ads from brands you've never heard of or brands that are making you ask yourself "why am I seeing this ad?" That's because brands who were spending thousands on advertising two weeks ago aren't spending anything right now. Just like our recommendation on checking the right boxes for organic posting, the same goes for advertising. If you're able to promote content that's relevant to the landscape – you're likely fit to capitalize on open inventory – but monitor those metrics carefully. If you're seeing high frequency, CPM's, or low engagement scores...hit the pause button.

5. Social Listening: Critical now. Critical tomorrow. Critical next month. The importance surrounding strategic social listening won't be going away any time soon. We're recommending clients are engaging in proactive social listening searches daily to understand how the conversation has shifted around their brand, service or products over the last 24-hours. If you're in need of a report on how the social landscape is referring to your brand, service or products – please let us know! We have access to a number of tools that can deliver any level of analysis you're looking for.

- Keywords to monitor include: your brand name and hashtag – #coronavirus, COVID-19, #COVID-19, #covid19, Covid19, Corona Virus, #CoronavirusOutbreak, coronavirus, #coronavirus, #covid2019, #Covid_19, #Coronavid19, #flattenthecurve, #socialdistancing, #coronapocalypse, #coronavirususa, #covid—19, #HighRiskCovid19, #coronavirusupdates, #stayhomesavelives, #IStayHome, #Handwashing, #HandWashChallenge, #WashYourHands

6. Social Community Response: It's more important than ever to ensure you are engaging with your current community. You may be working with a skeleton crew of social community managers or your team has been shifted to other communication needs. It's vital to prioritize the conversations happening on your brand pages and about your brand elsewhere. Personalize and humanize – everyone is dealing with something right now. Take extra care in your responses to incoming messages, comments and yes, even complaints. Social is a real-time touchpoint and now is the time to let your communities know you are there, listening, responding and committed during these times.

Navigating the “Infodemic”

Serving as content hubs and resources for gathering and sharing information that is essential to our new normal, social users are being inundated with information.

Brands that are successful in this new reality will check a number of boxes to weather the storm, all of which are outlined in a great [article from Social Media Today](#). Our synopsis is here:

- **Know Your Brand Perspective From the Outside In** – Twitter advises brands to consider how they can be useful within the crisis, and how they can lead by example. If you are thinking about consumer perception first, that insight should be guiding your content practice. Every message you post now and for the foreseeable future will be dissected by consumers on a level we’ve never seen before. Perception is reality, so remain authentic to your brand’s core mission while delivering tasteful content.
- **Stay Up To Date** – Keep a pulse on how the social ecosystem is interacting with competitor content and industry content. These insights might nudge you to adjust your strategy accordingly. “What might have felt like a good message yesterday might not be the right thing today”, Twitter stated. Messaging that lives in harmony with the evolving and constantly updating environment will garner the engagements it deserves.
- **Tone & Delivery Matter** – Snarky, witty or tongue and cheek copywriting has been replaced by considerate, impactful and caring post copy. Brands that provide empathy through smart and compelling social media posts are going to see a significant brand lift during the pandemic and afterwards.
- **Anticipate Changes In User Behavior** – Not only has the location where your audience is consuming content changed, so has the overall sentiment surrounding why people are on social media. With more people working remotely, business impacts causing behavior shifts and more changes yet to come, your social media strategy should account for all of these x-factors. Understanding how, where and why your audience is on social today vs. yesterday means taking a daily look at your social strategy.

5 Questions to Ask Yourself Before Posting During COVID-19 Pandemic

To help you and your brand pivot during these unique times, use the filters below to determine how to proceed with social content and publishing plans:

1. Am I proactively social listening to better understand how the conversation is shifting daily?

- It's imperative that all brands are actively listening to better understand how social conversations are fluctuating. Keywords to monitor include your brand name and hashtag as well as trending hashtags like #coronavirus, #covid19, and #CoronavirusOutbreak.

2. Am I offering useful, timely information or clarity that will best support and inform my audience during this time that is not tied to my own brand's gain/bottom line?

- Information that assists in the health and well-being of your community and the greater good is what is critical right now.

3. If the above box is checked, how often should my brand post content?

- You don't want to add to already cluttered feeds. Practice "content distancing" and place higher bets on lower amounts on content. We're counseling our general B2C brands to either pause active paid flights, dial back spends significantly or halt social advertising altogether for the time being.

4. Is our brand committed to timely and personalize community management responses?

- Social is a real-time touchpoint and now is your chance to let your audiences know that you're there, listening, responding and committed during these unpredictable times. Extra care should be taken with all incoming messages, mentions, comments, and most importantly complaints. Do not hide comments. Show empathy and realize that everyone is going through this together.

5. You check the above boxes. It's time to do another gut check and ask yourself, "Does this post align with who we are as a brand, our mission, the current state of affairs and most importantly, the needs of our audience during this phase of our new normal?"

You may need another set of ears and we can help you gauge how your strategy fits or fails in today's climate.

We're here if you have questions about how to navigate your social strategy or modify your content plans.

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