



# We're in this together.

By now, you're feeling it – the health and well-being of loved ones on your mind 24/7, your business has changed course or altered operations to absorb the new normal, and how you address your employees has become instrumental to their safety and the survival of company culture. We feel it too

**Welcome to Issue 2: Navigating Social Media in the New Normal.** We are working with our clients daily to ensure their content and social strategy has shifted and evolved to directly reflect their audience's needs during the COVID-19 crisis.

This week's edition provides curated insights from industry-trusted media sources, a look at the ongoing changes coming from each leading social platform, and a special analysis focused on the importance of localizing your message – market to market – audience-first.

An updated "Social Posting Gut Check(list)" rounds out this week's issue by building on best practices and daily shifts that we are tracking with our partners across the digital landscape.

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

Best,

The Motion Agency Social Team

# News You Can Use

We curated and distilled the latest insights to help present the BIG picture across social this week.

## The Effects of Coronavirus on Social Media Habits

- **Talking Influence** is sharing how brands and influencers will do business amid the Coronavirus pandemic. According to online marketplace **IZEA's** latest study that surveyed over 900 US internet users, over 60% of users expect their YouTube and Facebook usage to increase, and over 40% expect an increase in Instagram usage. In this time of stress, consumers appreciate seeing notes from brands they trust, however it's crucial to communicate these messages in an authentic and caring way.

## Instagram Content Surge During Coronavirus Isolation

- As you scroll your personal feeds you may notice content highlighting indoor workouts, meditations, or suggestions for take-out or preparing food at home. As more users practice social distancing, more are congregating on Instagram to feel support and part of a community. In fact, **Digital Trends** reports that Instagram is seeing many of their members take to the platform to share how they're coping with mental health challenges while self-isolating.

## What Other Brands Are Doing?

- From competitors to industry titans, brands are using social media as platforms to announce their efforts to aid in healthcare, provide much needed resources to those in need, and what they're doing to help those who have been laid off during the pandemic.
  - To stay fully up-to-date, continually check out a live tracker **AdAge** compiled that spotlights the most recent brand responses to the Coronavirus.

## How to Stay Productive While Working from Home

- With the right tools and mindset, working from home doesn't have to be as daunting as it seems. **Forbes** is sharing tips gathered from three successful entrepreneurs on how to stay productive under quarantine. If you take the time to virtually engage and over communicate with co-workers and clients, learn the software that you'll be using most, and prioritize your mental health, you'll be able to stay on track despite these current events.

# Platforms with Purpose

## Planning for Delayed Customer Service & Digital Disruptions on Facebook & YouTube

- If you're suffering from hiccups on Facebook and YouTube lately – or noticing certain posts and ads are missing critical components like links or descriptions – you're not alone. With over 15,000 workers – who normally police the digital airwaves to moderate, catalog and remove content – home, just like the rest of us. However, they are not working. With contractors away, the machines will play as AI is operating the social media airwaves right now. So you need to plan accordingly. If you're relying heavily on Facebook and YouTube to communicate with your audiences over the next three-four weeks, ensure your timelines have a buffer for potential digital disruptions. Read more [here](#).

## Pinterest Announces Verified Merchant Program Amid COVID-19

- In a bold play, Pinterest is shifting to help brands dominate social conversions while consumers are stuck indoors. The world's largest inspiration hub is allowing for a select batch of D2C advertisers to have early access to capitalize on key front-end visibility metrics, like a verification checkmark, while back-end performance tweaks like increased ad distribution and fine-tuned conversion reporting allows for a stronger lower funnel experience. If you're heavy on Pinterest right now capitalizing on higher search volume than normal, you likely don't have access to these bells and whistles yet, but it's high-time to start testing lower-funnel ad campaigns to prime the pump for when this new program rolls-out platform-wide. Read more [here](#).

## Google Pays it Forward to SMB's, Higher Ed & Healthcare

- Handling PPC and Search in-house? Lucky for you – you might actually be getting paid money back for the ads you have in-market. If you've already read about [Facebook's grant program](#) to assist SMB's through COVID-19, then be sure to read We Are Social Media's latest list of how [Google is awarding businesses](#) from all industries funds to weather the storm.

## LinkedIn Offers Publishing Guidelines to Increase Engagement

- Staying connected to clients, employees, and prospects is crucial to your business success. Today, it's vital. Seeing surges in virtual events from LinkedIn Live, screenshots of multi-person Zoom meetings, and upticks in job searches, engagement is through the roof across LinkedIn's entire eco-system. Smart social strategists are pivoting to increased publishing across LinkedIn and evaluating the key types of content needed to spur engagement and foster further connections. Be sure you're hitting on [these crucial themes](#) to guarantee content success on a niche platform. For more on LinkedIn's ad revenue outlook post COVID-19, read up on [Adweek's latest analyst forecast](#).

# Our Focus This Week: Global Issue, Local Impact

While this is a pandemic, it's important for brands to look at the impact to their audiences/ customers/communities locally – market to market. **Think with Google** recently noted that while their global strategists offer guidance, that coveted global insight is now being carried through in the form of “direction from the center, but decisions on the ground.”

We can all take a page from this book. You need to know what's happening locally – within your own organization, it's footprint, facilities, employees, customers, and news cycle before making decisions. Ensuring your communications teams have “local context” will ultimately guide content publishing choices across all your channels.

Since your organic content will be sandwiched between other COVID-19 content, does it also feel connected and in-tune with local news media or is it tone deaf? What might have felt like a good message from a corporate perspective yesterday might not resonate, add value, or connect today among a group of stakeholders, employees, or community members who have local influences and experiences surrounding COVID-19 in a specific market.

## How to Stay Grounded During This Global Event

- 1. Taking action after listening:** Ensuring you have real-time context into what's happening within your business, and real-time empathy in place for what's happening outside your business is crucial. Real-time plans and executions include being ready to share when corporate announces a plan, integrating with regional teams to extend the message, and aligning on how we expect it to resonate with local teams charged with putting it into action are all new boxes businesses should be checking – daily, since things are changing so rapidly. Proactive listening via social media monitoring and media monitoring tools **IN TANDEM WITH** daily updates from regional and local team leads across your channel marketing mix is critical to survive the upcoming turbulent few weeks.
- 2. Keep your content 'audience-first':** Based on the business you are in, your local communities might well-indeed be employees. Many brands are paying tribute now to those company members who are still grinding to produce important products and services. Know the landscape, take a temperature check on the local fronts, and be sure you are prepared for positive and negative reactions to posts that communicate your gratitude to any audience at this time.



- 3. Provide clarity, transparency and truth:** At local levels, and with social media fueling this “infodemic,” rumors can start, and fear will continue to fuel them. Social content that is meant for your local audience should communicate what your audience needs to hear during this time. Provide value. Alleviate stress. Offer an outlet away from the norm. Use your digital voice to keep your audience at ease.
- 4. Double down on community moderation:** If you haven’t already, as you see an uptick in speculation, rumors, and brand mentions, you should increase the frequency at which you are scanning and responding to incoming social inquiries and brand mentions right now.
- 5. Encourage stories to thrive:** People are eager to tell their stories and document their daily lives in the face of this deadly disease. This particularly applies to people in highly isolated environments. Embrace what social media was initially meant to do – create two-way dialogues – and if real, authentic stories form from your brand pages, let them live there and create a moment that is genuine during these surreal times.

# Social Posting 'Gut' Check(list)

## 7 Questions to Ask Yourself Before Posting During COVID-19 Pandemic

*(Yes, we are updating our own filters as new trends require new considerations each week)*

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:

**\*New as of 4.1.20**

### 1. Am I over-evaluating language, imagery, and delivery in my posts that are still being published during the pandemic?

- Copywriting that's reliant on metaphors is prime for scrutiny. Brands need to rely less on copy that's subject for interpretation and more on direct, emotionally engaging messaging. On the visual front, establishing a new cadence of sharing text heavy video is quickly becoming the new norm to avoid visuals not in accordance with the mandated social distancing.

### 2. Am I properly scoring social attribution and social success?

- If you're still active on any or all social channels, odds are you're likely still tracking performance and data and metrics. While most are chalking up Q2 as a wash, you can still attribute a new scoring model to all of your outgoing, audience-first, social posts. Shifting a reporting lens to focus on KPI's like monitoring a surge in brand equity, sentiment, and engagements will prove useful in Q2 when all other data might show a dip on social referrals to your website or conversion.

### 3. 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.

### 4. 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 crucial right now.

### 5. 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.



## 6. 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

## 7. 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?"

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

**Please contact:**

**Gaelen Bell**

VP, Motion

[gbell@agencyinmotion.com](mailto:gbell@agencyinmotion.com)

**Jack Meehan**

Director, Motion

[jmeehan@agencyinmotion.com](mailto:jmeehan@agencyinmotion.com)

**Alli Ellwood**

Account Executive, Motion

[aellwood@agencyinmotion.com](mailto:aellwood@agencyinmotion.com)