



TSFA FREE WEBINAR SERIES

# Social Media & Social Distancing

Creating Authentic Digital Engagement in The Era Of Covid-19

## Helpful Language During A Crisis

### OVERPROMISING VS HOPE

"Don't worry! Everything will be fine"

vs

"This might be difficult but together we will get through it"

"I'm sure this will be over in a few weeks"

vs

"This might take a while. Let's focus on what we know today."

"Things will be back to normal soon."

vs

"Things might look different in the foreseeable future. Let's focus on how we can adapt."

# Social Listening

Helps you understand the why, where and how of conversations as well as what people think.





# Social Listening

## QUESTIONS TO ASK YOURSELF

How are others in similar businesses responding to the emergency? And how are their customers responding?

Do you need to craft content around your relief efforts, or additional policies?



# Content Strategy

WHAT TO INCLUDE



Add A Human Element



Offer Behind The Scenes  
Content



Showcase Your Favorite  
People



Promote A Topic That  
Resonates With The Times And  
Can Help People

# Content Strategy

## WHAT TO INCLUDE



Acknowledge The Current Situation



Ask Yourself: Would This Topic Be Considered Insensitive At This Time?



Dig Into Your Content Archives To Find A Post Worth Updating And Reposting



Leverage Holidays And Micro-Holidays



## W h a t's N e x t

U l t i m a t e l y , m a r k e t i n g i n a t i m e o f s o c i a l d i s t a n c i n g  
m e a n s s t a y i n g n i m b l e , p a t i e n t , f l e x i b l e a n d i n f o r m e d .