

Social media tips during COVID-19



DO NOT DISAPPEAR

Now is your time to shine, online! Social media is one of the most powerful ways businesses can reassure their customers, provide credible advice, drive sales online, and update on changes to the business.

Tip: Ask your online community what they want to know from a businesses during this time; that will guide the content moving forward.



BE A "CREDIBLE CONDUIT"

It's crucial you make time to provide your community with access to accurate and timely information. Your customers want to be connected more than ever.

Tip: Set time when you can touch base with your valued clients and have them ask what questions they have to inform your content - give them what they want.



BE RESPONSIVE

Being responsive as quickly and efficiently as possible is vital during a crisis or a situation that changes quickly and constantly.

Tip: If a customer has gone to the effort to post a comment or send a message, it is so important that you engage and respond to that comment.

VIDEO, VIDEO, VIDEO!

Self-isolation and social distancing means people have a lot more time to watch and engage in video.

Tip: Think about the top questions asked in-store or via your usual customer interactions and turn that into an engaging video. Do a walk-through demonstration of how to use a product, care at home etc.

ACHIEVE BALANCE

While it's important that businesses share real-time, credible advice, there is still enormous value in ensuring content is informative with lighter info every 2-3 posts.

Tip: Consider "fun facts" or a meme to help break up the serious content...your engagement rates will stay high and your online friends will thank you for some light relief in dark times.

BE KIND

If your business receives negative feedback or comments on social media, the best response in this time is to be kind. Everyone is feeling uncertain, and ensuring the safety of staff, family and friends is of paramount importance.

Tip: If it's a client, call them. If the person doesn't respond favourably or at all to a response to their comment, delete and move on.

