

Managing Your Social Media During a Global Crisis

Dos and Don'ts

In the midst of the global coronavirus (COVID-19) pandemic, businesses and organizations are finding themselves in an unprecedented situation, leaving them unsure of how to communicate with social media audiences. To make sure your social media strategy is set up for success, evaluate your content and platform practices against these "Dos and Don'ts":

Dos

- Do** review all content with a critical eye prior to posting. Is there anything that could be misconstrued or viewed as pandering?
- Do** acknowledge there is a crisis, don't go on posting as if you're living under a rock
- Do** post what your business is doing to help
- Do** show how your team is nimble
- Do** show how the setup might have changed but how you're still servicing customers
- Do** remain hopeful and true to your brand and associates

Don'ts

- Don't** feed hysteria
- Don't** try and be something you're not
 - If you're not a medical agency, you should not be giving medical advice. It's not authentic; stay in your lane.
- Don't** take a political stance on the situation

Other considerations

- It's ok to stop posting and "go dark" for a time to show respect and/or to gather information and determine your next steps.
- It may be appropriate to lessen the cadence at which you post.



6111 Madison Road
Cincinnati, Ohio 45202



Phone Number
513-221-1526



Website
www.okeeffepr.com