

CRAFTING MINDFUL SOCIAL CONTENT AMID CRISIS

As the COVID-19 pandemic continues, to say that times are changing quickly could be the biggest understatement of our lifetimes. According to eMarketer, 84% of Americans have already made changes to their daily habits—working remotely, educating their children from home, and refraining from contact with neighbors and friends—and are spending more time on social media than ever before. With regular life on pause and the ever-evolving news cycle, people are increasingly looking at big brands as trusted sources of information. To keep pace, brands must quickly shift their focus to building engagement and affinity through social media. Here are our top three tips for crafting content:



Stay Positive

Messages that are positive in sentiment instill confidence in customers. Reassurance that we are all in this together inspires hope and allays doubt and fear. Visa recently launched a Facebook campaign encouraging consumers to join [#TheGreatAmericanTakeout](#) by supporting restaurants through takeout and delivery. Similarly, American Express launched an Instagram campaign calling on customers to [#StayHome](#) and [#ShopSmall](#). Not only are these viral hashtags positive and hopeful, but they also instill a sense of unity that is greatly needed right now.



Offer Value

With millions quarantined and experiencing shortages of essential supplies, consumers are wondering what brands can do to help. Offering prospects and customers something of value is the perfect way to stay top of mind and increase affinity. After temporary closing to the public, Rochester's own Black Button Distilling shifted its business to start producing hand sanitizer. DiBella's subs is currently offering free delivery and donating a portion of proceeds to local food banks. Many retailers are also advertising free shipping and no-contact delivery. Brands that are stepping up to improve quality of life for their consumers are the ones who will continue to perform the best.



Focus on Information

According to Facebook, 36% of Americans use the platform several times a week as a source of information. Even in this time of uncertainty, advertisers can leverage Facebook, Instagram, and other social platforms as a vehicle to inform customers and build lifetime value through transparency and timely communication. Is your business changing its hours or temporarily closing? Do you have new online or delivery offerings? Now is the time to let your customers and prospects know.

Even during this unprecedented time, these are some basic guidelines that brands can follow to fortify relationships with key audiences. Crafting mindful social media content that is positive, helpful, and timely can help brands build communities of lifelong customers that will outlast this crisis and pay dividends long into the future.

Stay healthy and stay safe. [#btdoingourpart](#)