

Strengthening your social media during social distancing

During these challenging times, the most important thing to remember when it comes to your social media management is that your followers are still active. With a large number of your audience engaged on social media while working from home, effective social media utilization is as important now as ever before.

To help you navigate these challenging times, we'd like to share a few tips to help keep your brand connected with your online community.

5 tips for effective interaction



Adopt a humanistic approach

Brands, organizations, consumers, followers - we're all in this together. Show empathy to your followers through messaging that lets them know you're right there with them. Be careful including COVID-19 "buzzwords" and hashtags as your followers could be experiencing a different reality than you and they could also be misinterpreted or perceived as disingenuous.



Gauge your relevance to crisis-related topics

Brands get into trouble on social media when they look tone deaf to crisis, controversy, or other sensitive issues. Before you post, take a moment to analyze your brand's relevance to the topics and subtopics associated with a particular issue. Find the topics that you are genuinely relevant to, and create content focused on these topics. Do not create content around topics that you aren't related to. Instead, amplify content from those who are more directly related to these sensitive topics.



Create genuine value for customers

Identify what your audience needs during this time. Do they need distraction? Information? Perhaps they need to feel connected to one another. Identify the unique needs of your audience and seek to create content that genuinely meets those needs. We are seeing content creators out there producing everything from digital puzzles to online fundraisers and virtual food banks. Think about the diverse ways you can offer value during this time.



Do more with less

We recognize that many companies are facing real and challenging economic impacts during this challenging time. You can save time and money on social by finding smart ways to repurpose content. Throwback Thursdays and nostalgic posts can help to revive old content, while clipping shorts of videos and creating infographics out of whitepapers can help to give new life to your existing content. Finally, this is a great time to be amplifying and sharing content from partner and charitable organizations in your area.



Refocus goals

For most brands, this is not an appropriate time to push sales-focused messaging. Instead of promoting your product, consider promoting how your followers can benefit from it. Now is the time to build and maintain mutually beneficial relationships with new and current customers. That means measuring engagement metrics (likes, shares or comments) versus conversions. Your followers might not be in a position to purchase right now, but they will be eventually. Talk to them as people.

Free social media scorecard

For questions about your social media and digital advertising needs, or for a [free social media scorecard assessment of your current social channels](#), [contact us today](#). We would love to help.

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