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2020



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The Importance of Social Media during a Crisis

Response - Part 1

- Fear
- Panic
- Scaremongering
- Speculation
- Negativity



Response - Part 2

- Collaborations
- Togetherness
- Community spirit
- Support
- New initiatives
- Positivity



Positives for business

- Immediate
- Direct voice
- Continuous dialogues
- Community building
- Ad management
- Engagement
- Support
- 40% increased Facebook & Instagram use
- Views on Lives doubled in a week





Advice

- Use time wisely
- Create great content – video and copywriting focus
- Build momentum
- Focus on engagement not traffic
- Be real
- Sensitivity - hard help not hard sell
- Embrace technology
- Look forward
- Connect with other businesses
- Remain positive

Questions and Answers

- Practical tips?
- General advice?
- Collaboration ideas?
- New technology support?





Thanks for taking part in our webinar!
Please get in touch if you have any further questions or queries.

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