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SOCIAL MEDIA TIPS

• FOR BUSINESSES DURING COVID-19 •

We have put together 10 Social Media Tips for Businesses during COVID-19. These tips will help you reassess your social media strategy during these trying times, and create authentic uplifting content that will excite your followers!

1 IT'S NOT BUSINESS AS USUAL



If you're carrying on with business as usual, pretending that nothing is wrong, or if you've gone silent, you're going to push your audience away because it looks like you aren't considerate of the situation.

Even if you haven't figured out what your next step is, you can say something as simple as: "We're all living in a crazy world. While we try to catch our breath and figure out our next steps, we want to wish all of our followers well. Keep safe!"

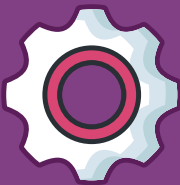
2 REVIEW SCHEDULED / PLANNED CONTENT



Many of the campaigns and pieces of content you had planned might be better saved for another time. We recommend rethinking your content and social media plans to tailor them to the changing needs of consumers right now.

Consider your brand's position, the current conversation, and your audience when making decisions about your content strategy. Although this is a time to be mindful of content, it's not necessarily a time to go dark altogether.

3 TAKE STEPS TO ADAPT



We are all adapting, changing the way we run our businesses, and how we look after our employees and clients' safety. Write down what you're doing. Then tell your followers.

It will give them peace of mind that you are taking all the necessary steps to keep them safe and (if possible) they may continue buying from you once they are made aware of the precautions that you have put in place.

4 FIND YOUR STORY



Take the time to look at your business, products or services to find the "STORY" you want to tell your followers. Is there a special story about where you source your raw material? Is there a back story to your brand that your followers are not yet aware of? Or, is there something unique to your brand?

Find the story that connects your followers to your brand on an emotional level. This will increase brand awareness and engagement.

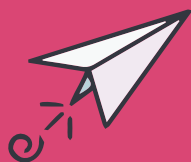
5 CREATE A UNIQUE HASHTAG



Brands create a hashtag for consumers to find more information about a product or service. Whether it's a branded term, phrase, or call to action, hashtags increase social media engagement and brand awareness.

Creating a hashtag gives users a new way to get in touch with your business on social media, or users can engage in the conversation happening around that hashtag, which in turn creates brand awareness.

6 CREATE LEARNING / EXPLORATION MATERIAL



Create resources or posts that encourage audiences to learn and explore from home. Even if your product doesn't directly help your followers deal with the quarantine, your brand can still provide value to your audience.

How can you educate, entertain, or inspire people stuck at home all day? Consider setting up materials such as questionnaires, offer pro tips related to your products or services, create a challenge, or offer live stream lessons.

7 CREATE VIDEO CONTENT



There's been an explosion of growth in video on social media in recent years. If you haven't taken a closer look at the power of social media and video together, you're in for a surprise. The numbers are big. Really big.

People isolating themselves at home are hungry for entertainment and information. People will be looking for fun and entertaining content for distraction, so consider using TikTok videos, Facebook Live, or Instagram videos.

8 RUN A COMPETITION



People love winning! While your social media following is stuck at home and bored from lockdown, having a fun interactive competition will boost their spirits as well as increase engagement and brand awareness.

A competition is a great way for new audience to follow your social media accounts. It gives them a strong reason to do so and incentivizes their actions in exchange for a chance to win the social media competition prize on offer.

9 FIND OPPORTUNITIES TO HELP



The COVID-19 crisis has made it clear that nothing matters more than people.

Consider if there are ways in which your business can provide support or assistance to your community during this time. This will promote a positive and beneficial message to your audience about your brand's values. Use social media to reach out to those in need and see how your brand can help them, setup exclusive hours for at-risk groups, or consider a donation.

10 KEEP IT POSITIVE!



With all the information and statistics being flooded on our news feeds, now is the time to be positive, people are yearning for something to brighten their day!

The focus should be on positive, helpful information, keeping the perspective of your target audience in mind, and how your business can contribute to improving things, where possible, while also looking to maintain critical customer connections.

People are at home; they are going to get restless and need something out of the ordinary. How will your brand stand out and make a difference to the lives of its audience when they are desperate for authentic, uplifting content that is memorable?



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