

WHAT TO POST: APPROPRIATE SOCIAL MEDIA MESSAGING

Follow these tips to keep your audience engaged and feeling understood during the COVID-19 pandemic.

Communication during difficult times is so important. It helps your customers and prospects feel connected to you, making them more inclined to come back to you when the dust settles. Continue to post on social media and follow these guidelines.

1

Only share accurate information. Even if it means a short delay, make sure you validate all sources of information and that there are no errors or inconsistencies in your message.

2

Keep it short. Messages should be brief and actionable.

3

Stay calm. Make sure the tone of all communications is calm and informative. You don't want to add to any stress or anxiety your audience may already be feeling.

4

Provide detailed information. Link to more detailed content because people who are staying home likely have a little more time to engage with it. ASI[®] has been publishing COVID-19-related content daily on ASICentral.com.

5

Review and, if necessary, postpone scheduled posts. Turn off scheduled social media posts that may be out of sync with the current situation. With customers looking for pertinent information, some previously scheduled messages may seem irrelevant or off the mark.

6

Post frequently. Your followers will be looking for continual updates, so share valuable news and info on a regular basis.

7

Consistency is key. Stay consistent across all social media platforms to avoid mixed messaging. This is also important for your brand identity under normal circumstances.

8

Check notifications. Constantly monitor social media to stay in contact with customers so you can address any issues or needs that arise.

9

Maintain your presence when things return to normal. Followers will be extremely interested in how your company conducts itself when the situation improves.