

# The Good News About Social Media

## Your go-to marketing tool during a crisis

Establishing yourself on social media can position your brand as a source for important information and allow you to continue branding yourself even when times are tough. Your customers will turn to your social media profiles to receive important information regarding your business and expectations for the future.

- **Social media is a news source for many**

In 2008, only 10% of the U.S. population was using social media. In 2019, that number jumped to 79%.\* Social media is essential for delivering real-time news and keeping your audience informed on what's happening right now.

- **It's a two-way street**

Unlike most other advertising, social media is a direct way to engage with your audience. We've recently seen more businesses utilizing Facebook Live, responding to comments and engaging with their customers on social platforms. **Remember that this is a great opportunity to listen to your audience.** What are the questions being asked? What are your followers looking for during this time of need? As users increase their time spent online, convert your content so it educates your audience on how you can help them and why your products and services add value.

- **It's cost-effective**

One of the biggest benefits of social media is that it's mostly free to use. In a time of crisis or potential recession, social media will always be there as a free tool your company can and should utilize to keep eyes on your brand. Of course, there's the option to use paid advertising, which can help your brand reach even more people. When done right, paid social media advertising will do wonders for your business and be an extremely cost-effective way to spread your message.

- **It's a great long-term investment**

Building and maintaining a social media presence is an ongoing process that will benefit your company for years to come. When it's all said and done, your customers and followers will have a newfound respect for you and your company as you assisted, informed and comforted them through this time.



**55%**  
of U.S. adults  
regularly use  
social media as  
a news source.\*\*

If you would like to learn how ASI<sup>®</sup> can help you with social media, contact your account representative.

\*Source: "Percentage of U.S. population with a social media profile from 2008 to 2019." Clement, J. August 9, 2019. Statista.

\*\*Source: "More Americans Are Getting Their News From Social Media." Suci, Peter. October 11, 2019. Forbes.