

How Social Distancing Has Changed the Social Media Landscape

Today's Presenters




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How you **communicate** with your **customers** will **shape their opinion** of your business for years to come.

Brands who go dark to save costs will see a **39% reduction in brand awareness** and delay recovery.*

Every generation is checking social media more often

30%

of Millennials

29%

of Gen X

27%

of Gen Z

15%

of Baby Boomers



Audience Question

“How comfortable are you working with social media right now?”

Please place your answer in the chat box

Take advantage of this captive audience to

- **Connect With Your Customers**
- **Convey Support**
- **Evolve Your Business Model**



Connect With Your Customers



Social Channels | Social Channels | Social Channels



CONNECT

Proactive communication

- Be authentic, genuine and empathetic
- Focus on customer service. Be reassuring.
- Act on customer feedback.

CONNECT

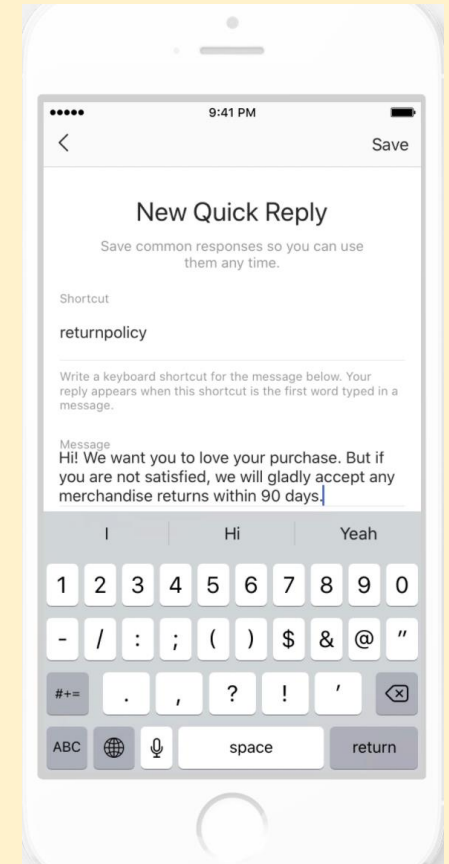
Share Updates

- Changes in hours and services or temporary closures
- What safety measures you are taking to make your premises / products safe?
- Are there interruptions to services or product shipments?
- Is your restaurant or bar closed to the public but still offering take-out & delivery? How do you accommodate for home-bound customers?

CONNECT

Expand Your Communication Channels

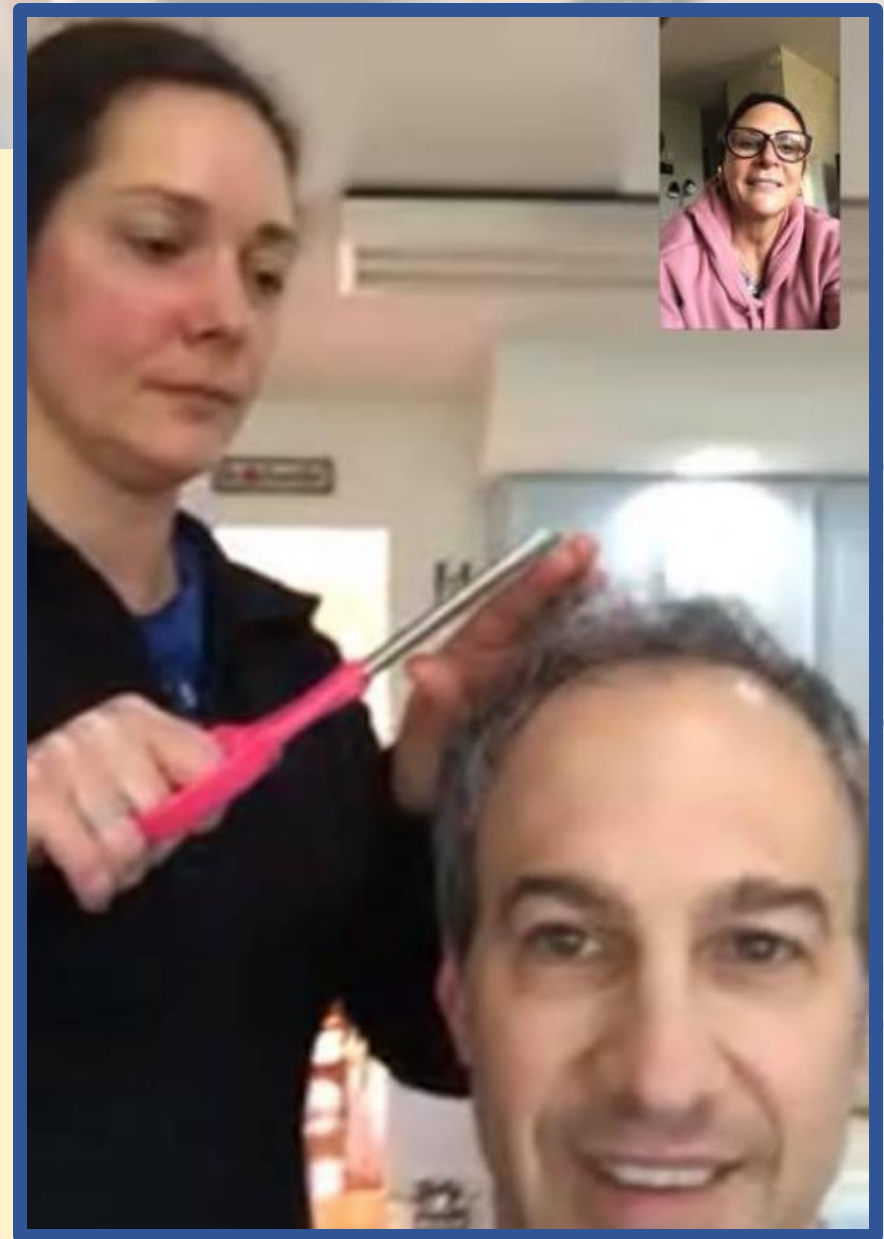
Use [Facebook](#), [Instagram](#) or [WhatsApp Business](#) "Quick Replies" function to answer your customer's most frequently asked questions



CONNECT

Post creative content to keep customers engaged with your business

- “How-To” videos
- Behind-the-scenes photos
- Go live on [Facebook](#) or [Instagram](#).



A woman with short dark hair is lying on her back on a light green couch. She is wearing a yellow textured knit cardigan over a dark top and light blue jeans. She is smiling and looking at a black smartphone held in her hands. A white charging cable is plugged into the bottom of the phone and extends across her lap. The background shows a bright window with white frames and a stack of books on a shelf to the right.

ADVANCE

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Convey Support

ADVANCE

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CONVEY

Your messaging

- Focus content on *customer reassurance* rather than product messaging
- Highlight how your company is *helping the community* (i.e., extending due dates for loans, helpful tips for financial management, hacks for working from home, etc.)
- Gratitude



CONNECT

Keep in touch

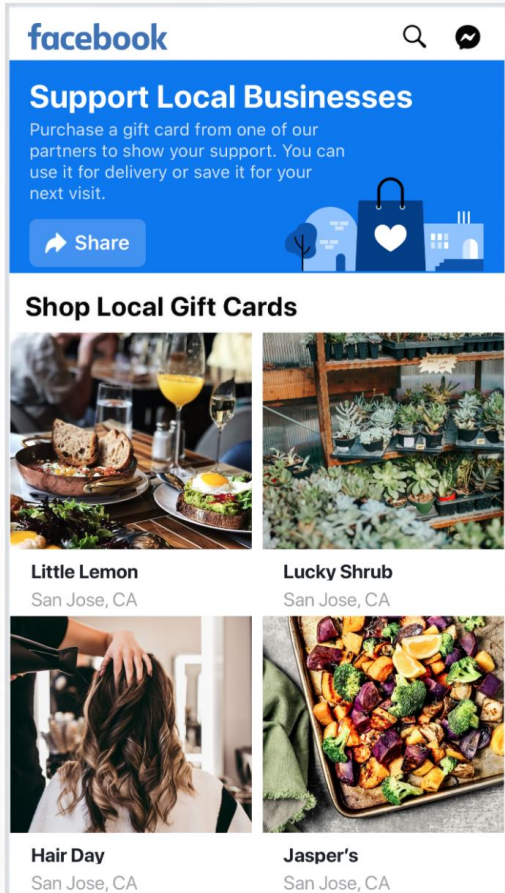
Leverage your CRM to keep primary consumers informed through communication channels such as Facebook Messenger or Instagram Direct Message

Evolve Your Business Model

EVOLVE

Provide opportunities for people to support you

- Create a Post
- Share a Story
- Promote in a Live Session
- Gift Card purchasing now or future discounts



EVOLVE

➤ **Expand Ecommerce Efforts to Instagram**

Tap into that audience to shop directly from your Instagram profile. You can learn more and see if you're eligible [here](#).

➤ **Virtual consultations**

Host your event, consultations, classes and more over video chat through Facebook, Instagram, or other online services.

➤ **Create Personalized Experiences**

Provide a future discount or other incentive

➤ **Consider product innovation**

Look for emergence of new demands to pivot how you go forward

EVOLVE

Lower Cost Opportunity Now



- Facebook ads are sold on an auction, so supply & demand impacts
- Traffic is up and competition is down.
- Creates an opportunity for businesses to increase their reach and awareness at significant cost reductions.

Remember . . .

How brands respond to this event can affect how customers perceive their brand for years to come. This is an opportunity!

Don't leave the conversation.

Resources

- [COVID Resource Center](#): A hub for resources on how Facebook is adapting to this evolving situation
- [Resilience Toolkit](#): A detailed white paper on how small businesses can prepare for emergency situations – from COVID-19 to natural disasters.
- Learn what [steps Facebook is taking](#) to protect all their users
- Tips on how to make [Work From Home](#) productive and efficient



Questions

Please place your answer in the chat box

Thank You

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