



COVID-19 RESPONSE

In partnership with  brilliant red

Welcome

Declan Murtagh
Brilliant Red Ltd

COVID-19 Webinar:

Navigating your business on Social Media
through COVID-19

23 June 2020

Agenda

- **Social Media & COVID-19**
- **Why it's Vital You Stay Connected**
- **How To Stay Connected During Lockdown**

Social Media & COVID-19

No one was
prepared for this

The Role of Social Media



To Connect People

- Designed to connect friends and family
- Evolved into a marketing tool
- Opportunity to connect during Lockdown



To Educate

- Real time information at our fingertips
- Information that will keep us safe
- 50% of 18-30 year old's use social media as their primary source of news
- Business updates during lockdown

Northern Ireland Executive
11 June at 16:59 · 🌐

Executive moves forward on relaxations to Coronavirus restrictions
Further changes to the Coronavirus Regulations have been approved today by the Executive ⓘ
www.executiveoffice-ni.gov.uk/.../executive-moves-forward-rel...

EXECUTIVE CORONAVIRUS RELAXATIONS

- PERMIT INDOOR VISITS WITH ONE OTHER HOUSEHOLD FOR THOSE WHO LIVE ALONE
- OPENING UP THE REMAINDER OF THE RETAIL MARKET
- OUTDOOR GATHERINGS OF UP TO 10 PEOPLE
- ALLOWING TRAINING FOR ELITE ATHLETES
- ALLOWING PLACES OF WORSHIP AND COMMUNITY CENTRES TO OPEN TO PROVIDE DAY-CARE
- OPENING UP THE HOUSING MARKET

WE ALL MUST DO IT TO GET THROUGH IT | STEP SAFE | SAVE LIVES

Northern Ireland Executive

To Entertain

- Key aspect of social
- Welcome distraction during times of uncertainty
- Explosion of Tik Tok, 300m new users
- Tayto, keeping kids entertained during Lockdown

The image shows a Facebook post from 'Tayto' dated 14 May. The post text reads: 'Need a few wee welcome distractions...? 🍷 We've updated our activities at www.taytohappy.com 🍷 with new puzzles 🔍, our Tayto QUIZ 📖 and more things to colour in: - you could give Tayto Castle a makeover 😊... See more'. Below the post is a promotional graphic with a yellow background. It features a red banner in the top left corner that says 'NEW'. The main text in red reads 'COLOURING PENCILS AT THE READY?'. There are four activity sheets shown: one with a cartoon character, one with a crossword puzzle, one with a maze, and one with a word search. On the right, the Tayto character is sitting at a desk, wearing a red suit and a red hat with a white band, holding a pencil and a piece of paper. At the bottom, it says 'Download at: TaytoHappy.com'.

To Inspire

- Inspired millions of people for good purposes
- NI Scrubs
- Captain Tom



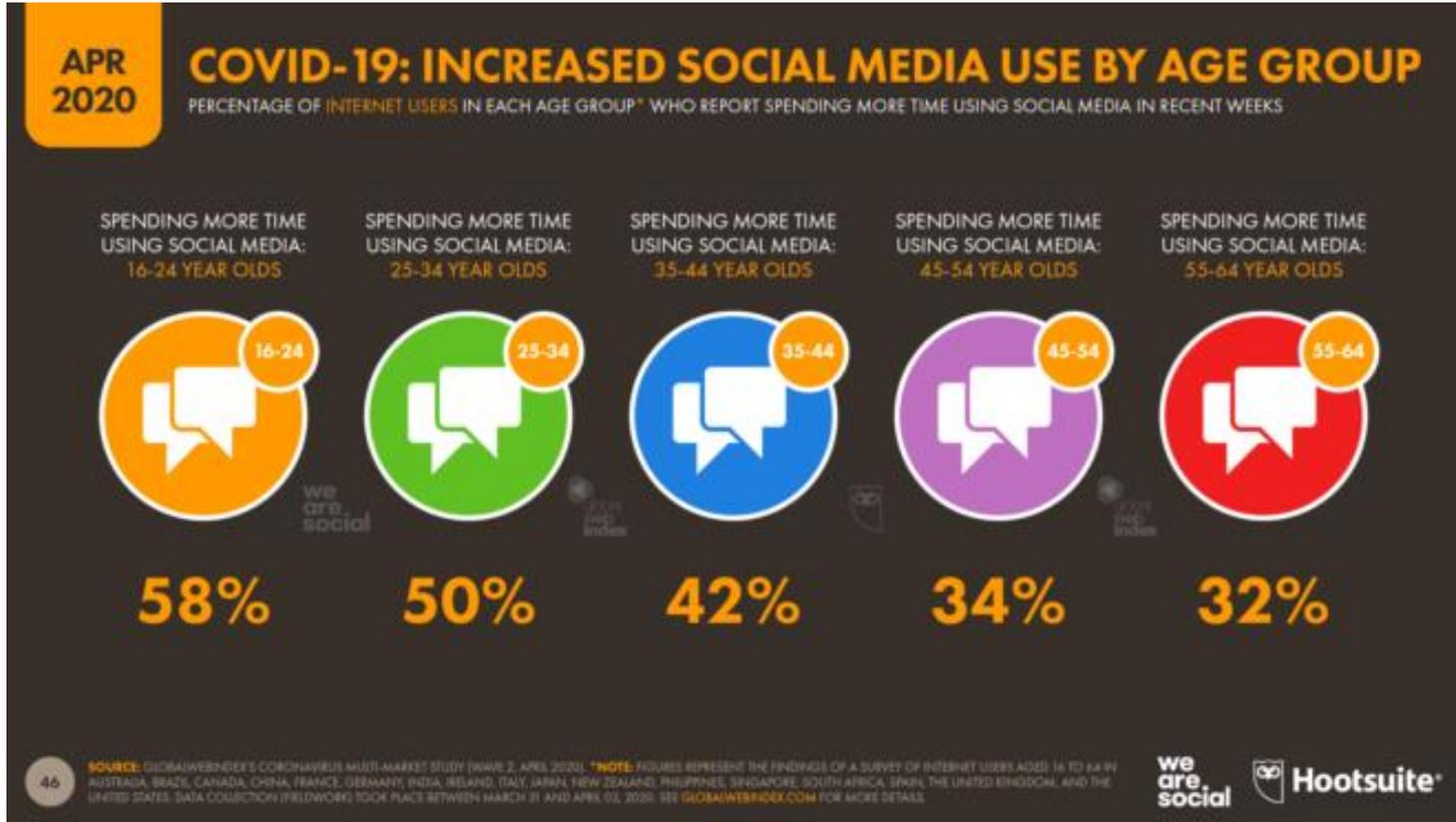
Fake News

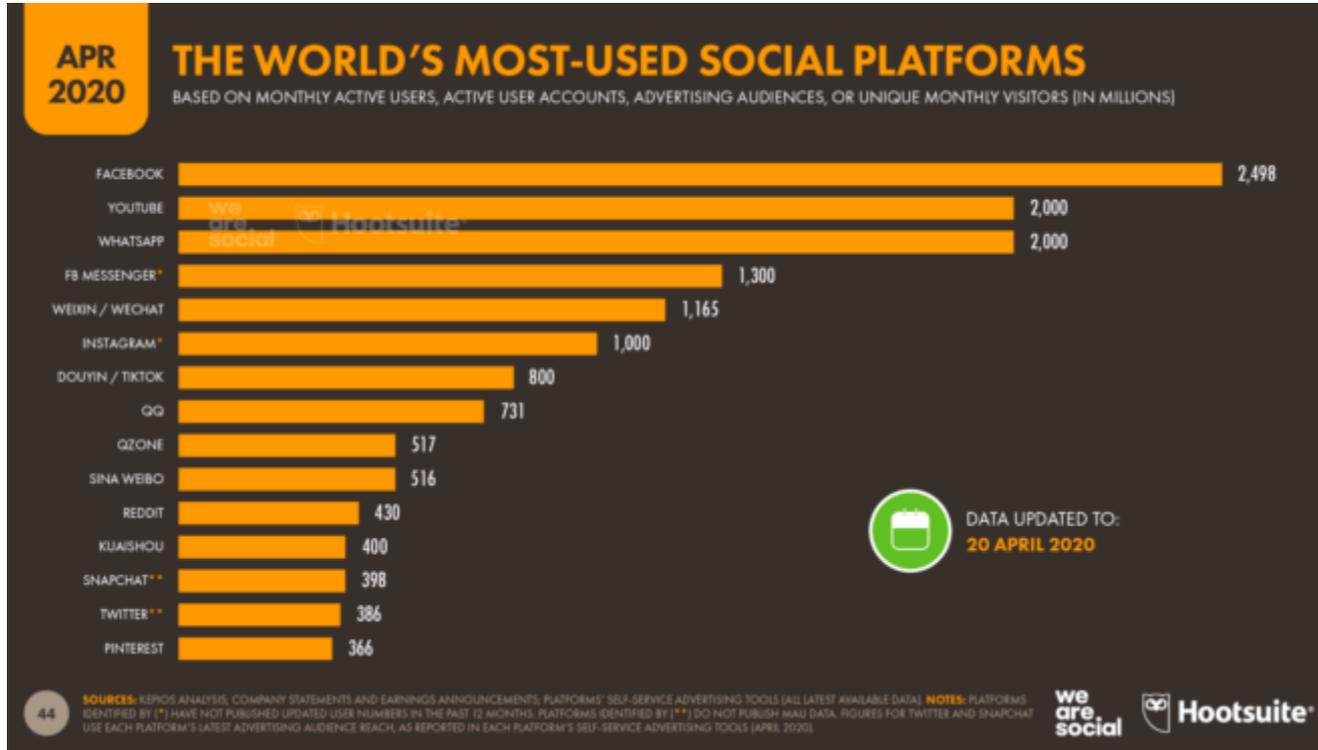
- Source of misinformation
- Social Networks taking action
- Warning labels on misleading information



Why It's Vital You Stay Connected?

Significant increase in Social Media Usage





Engagement rates have soared

- Brands experienced an avg. increase in 44 engagements per day
- 7.3 more engagements per post per day
- No sign of slowing down
- Opportunity to connect with customers



Your Audience Needs Answers

- Simply answer your customers questions.
- Can they buy from you?
- Are you taking precautions?
- Is it business as usual?



Can you afford to stop Marketing?

- What will happen to the sales/ marketing funnel?
- Will potential customers wait for you?
- Sowing doubt in your followers minds.
- Will they forget about you?



6 month absence from TV = 39% reduction in brand awareness

Kantar, 2020

Don't miss out on Opportunities

Humanise Your Brand

- How you get engagement on Social Media
- Grow your followers
- Users want to see a human side to your business
- People buy from people
- It really works!



How To Stay Connected?

Do You Need To Scrap Your Playbook?

- You can't continue as normal.
- Planning ahead can seem impossible.
- Evaluate your plans, are they still relevant?
- Do you need to rethink your overall strategy?



1. Listen Before You Talk

- Monitor your social media audience closely
- Search on social media
- Use social listening tools such as Buzz Sumo, Sprout Social
- Become a valuable contributor to the conversation



2. Show Empathy

- COVID-19 has affected everyone
- Offer compassion
- Give consideration to your posts
- Make your content authentic and relevant
- 3M are a shining example



3. Find Your Place

- All about relevance
- Determine the role your business can play
- What does your audience want or need?
- Find a way to be helpful



4. Lead With Usefulness, Not Promotion

- Provide value to your audience
- Think of your audience as human beings and not customers
- Do not use this crisis as a sales opportunity at the expense of others
- Show empathy, usefulness and value



What Type Of Content Should I Post?



Useful Content Ideas



Cathedral Eye Clinic

7 April · 🌐

⚠️ Patient Management during the COVID-19 Pandemic ⚠️

Amidst the COVID-19 pandemic, Cathedral Eye Clinic continues to work hard to minimise the risk of patient visual loss or severe discomfort by maintaining essential eye-care to patients across the Province. This is being achieved through careful adherence to Royal College of Ophthalmologists principles ... Read more ➡️

<https://cathedraleye.com/covid-19-pandemic>



CATHEDRALEYE.COM

Patient Management during the COVID-19 Pandemic | Cathedral Eye Clinic

COVID-19
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- Educational post
- Keeping in touch with their followers
- Important type of post as more and more businesses begin to open

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 **The Merchant Hotel** 15 April · 🌐

Are you ready for your next cocktail challenge? Check out this #merchantathome video from Aaron Dugan, manager of The Cocktail Bar at The Merchant Hotel, and learn how to make a homemade twist on the classic Clover Club cocktail. You'll also discover how to create your own sugar syrup and raspberry liqueur from scratch using simple, everyday ingredients and pick up plenty of Merchant insider tips along the way!

Aaron's twist on the Clover Club features gin, raspberry liqueur, sugar syrup and lemon juice - light, refreshing and perfect for these beautiful evenings we've been having. Just sit, sip and enjoy!



▶ 🔊 -7:17 ⚙️ 📺 🔍 🔊

👍❤️😮 152 137 comments 19 shares

- How-to post
- Spotlight on employees
- Personality
- Humanises their brand

DoubleTree by Hilton 9 April · 🌐

Over the past few weeks, we've gotten lots of messages from fans saying they miss our famous DoubleTree chocolate chip cookie. So for the first time ever, we're publicly revealing what goes into this tasty treat, so that you can make them in the comfort of your home. And we will be ready to welcome you with a warm cookie when you're ready to travel again.
<http://ms.spr.ly/6184Te72m>

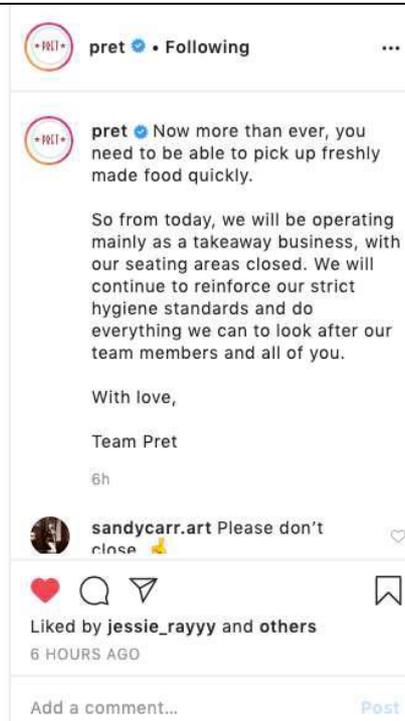
THE DoubleTree COOKIE

1.3K 812 comments 2.2K shares

- Gave their audience the 'Double Tree Secret Cookie Recipe'
- Massive gesture
- Highly valuable content



Takeaway only



- Educational post
- Keeping in touch with their followers and updating them on how to order/ buy

Small ways to help yourself and others



GET OUTSIDE AND GO FOR A WALK



TURN OFF NEWS NOTIFICATIONS ON YOUR PHONE



MUTE UNHELPFUL SOCIAL MEDIA ACCOUNTS OR WHATSAPP GROUPS



STAY HYDRATED



SUPPORT SMALL BUSINESSES WHO NEED YOU MORE THAN EVER



BE MINDFUL WHEN SHOPPING



STAY CONNECTED WITH PEOPLE EVEN IF YOU ARE AT HOME



LOOK AFTER YOURSELF

martha brook
L O N D O N



marthabrookldn • Following
Brentford, United Kingdom



marthabrookldn How are you? It is such a weird time isn't it. Thought we'd share a few things that might you feel more in control if you've been feeling as wobbly as I have! 💕

·

I also wanted to let you know we are still here. Our utmost aim is to ensure the safety of our staff and community. We have been rigorously following all UK government guidance over the last few weeks, whilst also doing our very best to keep production going. ☐

·

We exist as a company to uplift and inspire and we hope that through all this we can continue do just that. It's hard to know what to post so I'm

♥️ 💬 📍 🏷️

Liked by **paula_marketingvc** and others
20 HOURS AGO

Add a comment... Post

- Helpful post about looking after yourself and other
- Caring stance
- Empathy and relevance



- Helpful role
- Entertainment
- Light hearted content
- Aware of the Lockdown situation

Practical Export Skills

- Educational post
- Mental health awareness
- Caring position



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Pure Gym
12 March at 07:45 · 🌐

Many of us spend our days sitting and working at a desk, which can often trigger lower back pain. It's easy to forget our posture when we're busy at work so here are a few simple tips and stretches to help prevent back pain which you can try implementing today. @kaypuregym

STRETCHES YOU CAN DO AT YOUR DESK

- 1** **NECK CIRCLES**
- 2** **ARM CIRCLES**
- 3** **WRIST STRETCH**
- 4** **SEATED SPINAL TWIST**
- 5** **SEATED FIGURE 4**

PUREGYM INSIDERS
@KAYPUREGYM

👍 110 58 comments 19 shares

👍 Like 💬 Comment ➦ Share 📁 Buffer

- Informational and valuable content
- Aware of the current situation (Listening)

Armatile
6 June at 10:25 · 🌐

WE ARE OPEN!
Our Showrooms & Paving Centres in Belfast, Armagh & Newry are OPEN!
Priority will be given to customers with Pre-Booked Appointments! You can book via our website - <https://www.armatile.com/book-an-appointment>

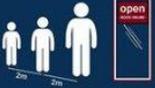
We have a programme of social distancing practices in place including restricted access, sanitisation stations and cleansing.... See more

WE ARE OPEN

Priority will be given to customers with pre-booked appointments

- 

1
Book an Appointment online via our website www.armatile.com
- 

2
Only travel to our showroom when you have received confirmation of your appointment
- 

3
Maintain social distancing when at the showroom
- 

4
Arrangements can be made for the collection or delivery of orders

Priority will always be given to customers with pre-booked appointments!

If you arrive without an appointment we will do our best to accommodate you, but we may ask you to help us by:

- Waiting outside in your vehicle until we can let you in
- Coming back later in the day at a scheduled time
- Booking an appointment for an alternative date

- Informational post
- Infographic
- Easy to read and understand



The image shows a screenshot of a tweet from Electric Ireland (@Electricireland) dated May 19. The tweet asks, "How can you become an energy-efficient kitchen hero?" and includes a link to an article on electricireland.ie/news/article/h... along with the hashtags #brightertogether and #bepartofthechange. Below the text is a large blue graphic with the text "Cooking more at home?" in white.

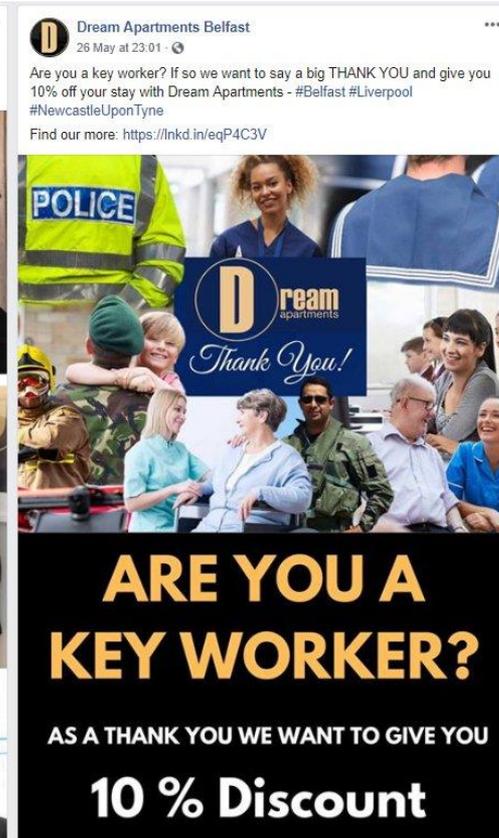
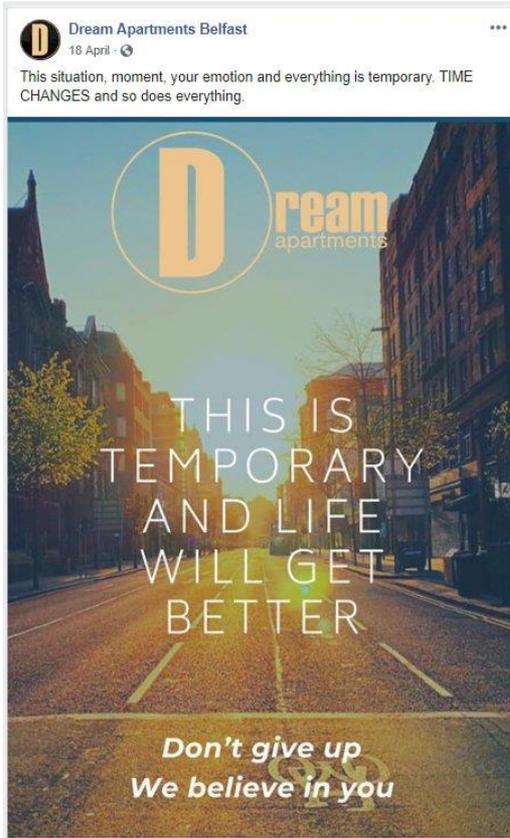
Electric Ireland  @Electricireland · May 19

How can you become an energy-efficient kitchen hero?

electricireland.ie/news/article/h...
#brightertogether #bepartofthechange

**Cooking more
at home?**

- Social listening
- Valuable and relevant post



Ask your audience questions and engage with them!



Deliveroo  @Deliveroo · Mar 14 

If you could share a takeaway with any celebrity, who are you picking and what food are you getting? 🤔 #SaturdayNightTakeaway 

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Eureka Moment

- Tipping point for Social Media
- Shift from promotion to usefulness
- Fight against fake news
- Will it last?
- Reinvention of Social Media



Thank you

Questions