



HOW TO INSTIL CONFIDENCE IN YOUR SOCIAL COMMUNITY IN TIMES OF CRISES

by
Agent99



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Introduction

With the landscape of social media currently evolving on a daily basis due to the COVID-19 pandemic, it's important to have a strategy in place to give you some direction on how you engage with your followers.

Social media can be a powerful platform to instil confidence in your followers by providing valuable insights, solidarity and comfort during times of crisis.

Here are some useful tips to consider when planning your social media strategy during such a precarious time:



1. Devise a social media plan

As many businesses have had staff starting to work from home, it can become difficult for teams to be aligned in their approach.

Creating a detailed social media plan with content ideas, timings and responsibilities, will ensure your page doesn't suffer.

To make this process easier, we suggest scheduling content for specific days. For example, you could host a Facebook Live every Tuesday at 11am to check in with your community, or you could share a good news story on Friday.

Get into a routine so that your community can also expect content on a regular basis that really connects with them. We also recommend sticking to a weekly cycle at a time, given the speed in which things are changing.

You don't want to come off as tone deaf with your content by scheduling too far ahead. If certain days or timings don't seem to be working, adjust!

Everything we once knew before this crisis might not apply now. It's about being agile, whilst listening to what your community really needs.



2. Be present

It's important that you don't go into social media shut down. If anything, followers want a connection or even a distraction from the mainstream news.

Be present and provide content that fills this void for them.

They are looking for a rational voice or a different perspective to the current narrative, so find out what matters most to your audience and start producing relevant content.

3. Be transparent and timely

It's ok not to have all of the answers for your audience. Restrictions and rules directed by our Government are changing at a rapid pace.

However, let them know that you're working your way through this and that most importantly you will update them every step of the way.

By showing it's ok to be figuring out things together, it helps people feel at ease that they're not alone in this daunting process.

4. Share good news and stories

People are looking for inspiration and ‘a leader’ to follow during this time.

You could share content around your day, host a live Q&A, share tips on how to keep yourself busy at home or how to keep kids active while indoors.

Although social distancing and isolation can evoke fear in many, try and switch the narrative for your audience and make them see the positives.

Equally, sharing positive and uplifting news from your team, community or around the world will keep your followers engaged.

You can share hobbies or projects that you have taken up during this time, a recipe of your favourite comfort food, or quotes that inspire you to keep going.

Don't forget to engage your community too. Ask them to share their own news. This will not only boost engagement, but you can also share their content on your platform.

In summary

By bonding through a shared experience such as a crisis, you're solidifying your relationship with your social media community. Trust cannot be bought, so providing valuable, timely content and sharing your journey through the pandemic instils genuine engagement and confidence in your audience through your leadership.

We may not know how the next few weeks or months will play out, but having a social media plan allows you to navigate your way through the uncharted situation we're currently in.



Inside Agent99

Agent99 PR was inspired by the character '99' in the 60s TV series Get Smart. Clever, sassy and outcomes driven, she always achieved the best results for 'Agent86'. This is our brand story and an analogy of how we like to work with our partners.

Agent99's core values are to go above and beyond for our clients and offer strategic, creative and unpredictable solutions that deliver outstanding results.



Meet Sharon Zeev Poole

Agent99 finds its success from the combined skills and experience headed by its Founder and Agency Director, Sharon Zeev Poole.

Having worked internationally on high profile brands such as Warner Bros. Pictures and Starbucks Coffee, Sharon leads her team by drawing on over two decades of experience in the industry underpinned by creative strategy, bold ideas and cut-through campaigns.

Working closely with all clients on brand strategy, integration and issues management, Sharon and her staff bring heart and soul into everything they do.



Contact Sharon

Questions? Comments? If you would like to know more about Agent99 & how we can help you and your business, get in touch today!



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