

# HOW TO NAVIGATE THE SOCIAL MEDIA LANDSCAPE

The rapid spread of the novel coronavirus has initiated a period of uncertainty for global social media marketing, leading to a major shift in how organizations should use it to communicate to employees and candidates.

## Maintaining Connection

66%

Of users expect to consume more social media during coronavirus confinement.<sup>1</sup>



The type of content that matters is shifting as people across the globe stay or work from home.

### TACTICS:



- Live Content
- User Videos
- Q&As
- Podcasts



- Post Frequency
- Humor

### THEMES:



- Positive Messages
- Home Workouts
- Virtual events (concerts, career fairs)
- Hangouts



- Branded Videos
- Employee Testimonials
- Holiday Posts
- Travel



### Spotlight

People are looking for support and reassurance amid the pandemic. There are over 1 million users who've joined coronavirus-related support groups on Facebook.<sup>2</sup>



### Job Seeker Journey

More job seekers are researching companies on social media. Business outlook ratings – as reported on Glassdoor – are trending down for companies based in affected countries.

### TIME OF DAY:



Early Morning  
5:00 - 8:00am



Evenings  
6:00 - 9:00pm

## Revising Your Strategy

Strategy means knowing when to stay silent as much as it means knowing what to post and when.



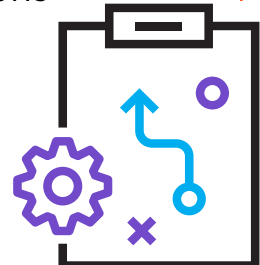
### DO

- Share relevant company updates
- Share your support for employees
- Be transparent with job seekers
- Go live
- Manage communities daily



### DON'T

- Post content for content's sake
- Give health advice or act as a healthcare official
- Make light of the situation
- Share personal opinions on the pandemic
- Interact with trolls



## Adjusting Your Tone

Don't forget to review your prescheduled content. What was designed to be clever may now be tone deaf. It's a time for brands to be sensitive to the situation, while remaining positive. It's a time to pivot and go dark when necessary.



**30% DECREASE**  
in imagery of human connection in social media ads.<sup>3</sup>



**6X INCREASE**  
in handwashing imagery.<sup>4</sup>

## Be Transparent

During times of uncertainty, employees and job seekers look toward a company's leadership for assurance. This is a time to be transparent, without causing alarm. Only share what you know, and keep content focused on your hiring initiatives.



Communicate if you are hiring.



State your adjusted hiring process.



Share how you're supporting your people.



Showcase your adaptive culture.



Prepare for virtual interviews.



Share tips and advice to job seekers.

To access additional COVID-19 related resources, please visit: [cielotalent.com](https://cielotalent.com)

### Sources

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3. Zhao, D. (2020, March 2). Coronavirus Outbreak: How Employers & Employees Are Responding. Retrieved from <https://www.glassdoor.com/research/coronavirus-employer-employee-response/>
4. Kulp, P. (2020, March 24). Imagery of Human Contact Is Down 30% in Social Media Ads. Retrieved from <https://www.adweek.com/creativity/imagery-of-human-contact-is-down-30-in-social-media-ads/>