



# Navigating Social Media in the New Normal

## Issue 04

---

April 16, 2020

# We're in this together.

By now you've noticed the shift in tone and messaging coming from some of your favorite brands across all traditional and digital platforms. You may be looking for those ads or visuals that still depict crowds, public gatherings, togetherness, and wondering how did they slip through the cracks? We're taking a deep dive into how brands will have to continuously adapt to the ever-changing social landscape.

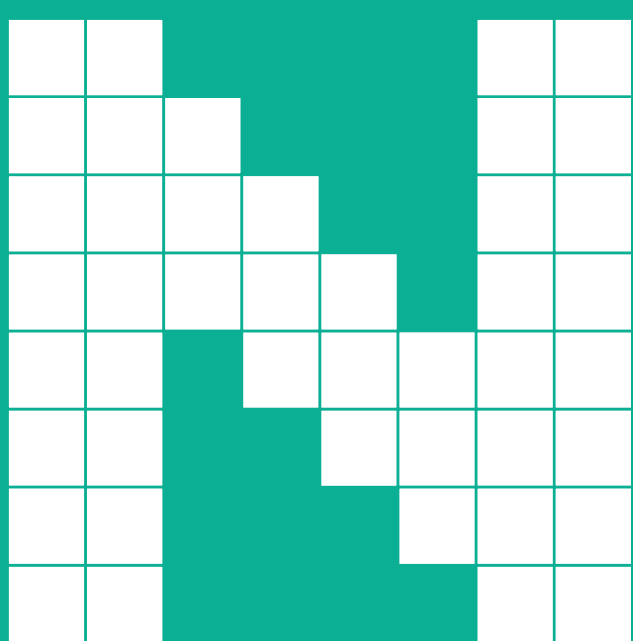
## **Welcome to Issue 4: Utilizing Social Content to Connect and Encourage.**

This week's edition provides organized insights from industry-trusted media sources, a look at the ongoing actions from leading social platforms like Twitter and YouTube, and a special analysis focused on paid social – the new practices, customs, strategies, and tactics that are currently emerging.

To help guide our partners on striking the right balance for whatever they are publishing next, we round out this issue with Motion's own "Social Posting Gut Check(list)."

Our goal is to keep you informed and continue to provide guidance in today's climate, which changes by the hour.

Best,  
The Motion Agency Social Team



# News You Can Use

We assembled the latest insights  
to help represent the big picture  
across social this week.

# Teens Are Turning to Social to Connect with Peers

---

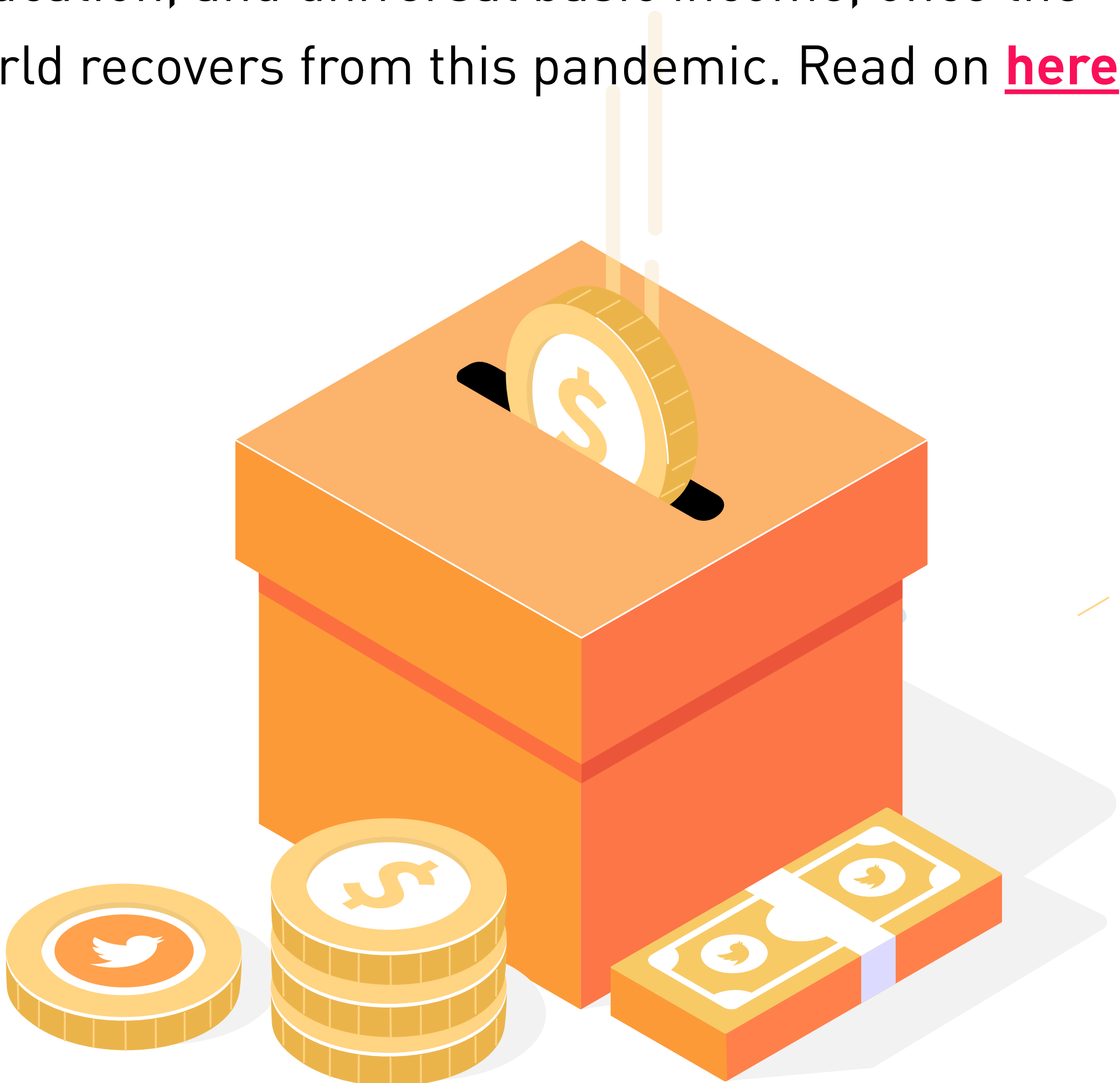
Teenagers are now unfortunately missing out on the memorable experiences that often highlight the end of a high school career. The class of 2020 won't be able to attend prom or graduation and are left to finish out their schoolyear confined to their homes. These quick changes of events can greatly affect a student's mental health, so teens are relying on social media and even call it "a blessing" during this time when they're unable to physically be with their peers. Read on to see how apps like Snapchat, TikTok, and Instagram are helping students adapt to their new normal [here](#).



# Twitter CEO Donates \$1 Billion to COVID-19 Relief

---

The CEO of both Twitter and Square, Jack Dorsey, donates \$1 billion worth of equity in his digital payment platform, Square, to fund COVID-19 relief. Dorsey's donation equates to about 28% of his current net worth and is helping launch Start Small LLC. The organization will work towards COVID-19 relief efforts and shift their focus to girl's health and education, and universal basic income, once the world recovers from this pandemic. Read on [here](#).

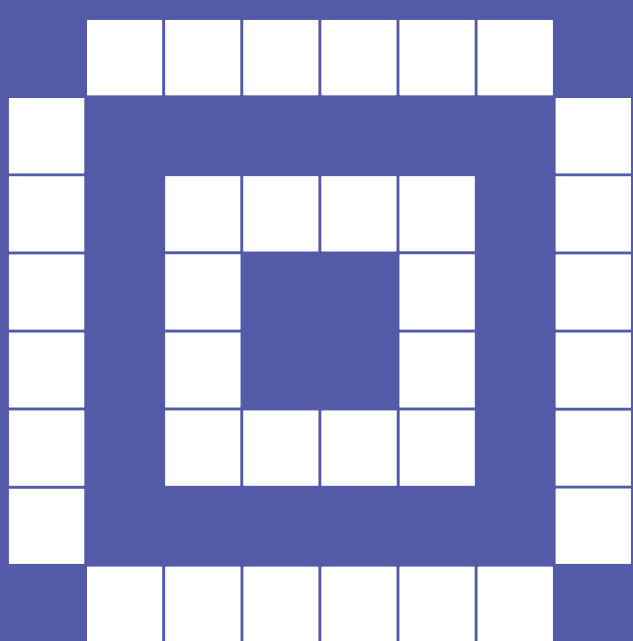


# YouTube Bans Videos with False COVID-19 Claims

---

The social network giant with more than 2 billion monthly users is closely reviewing content relating to COVID-19 and 5G technology. The video sharing platform is prohibiting any videos that falsely claim that 5G next-generation mobile networks are causing symptoms of COVID-19. YouTube is working to ensure that this misinformation doesn't continue to spread and cause even more unwarranted concern. Read on [here](#).





# Weekly Focus

## Weekly Focus

---

**Last week** we talked in detail about how COVID-19 is definitely NOT the time to create a marketing moment. This week's focus is all about new routines. Let's talk new ways to tackle marketing success – marketer to marketer. Sweatpants wearer to sweatpants wearer.

That said, let's get to it and talk paid social – the new practices, customs, strategies and tactics that are emerging right now on our screens.

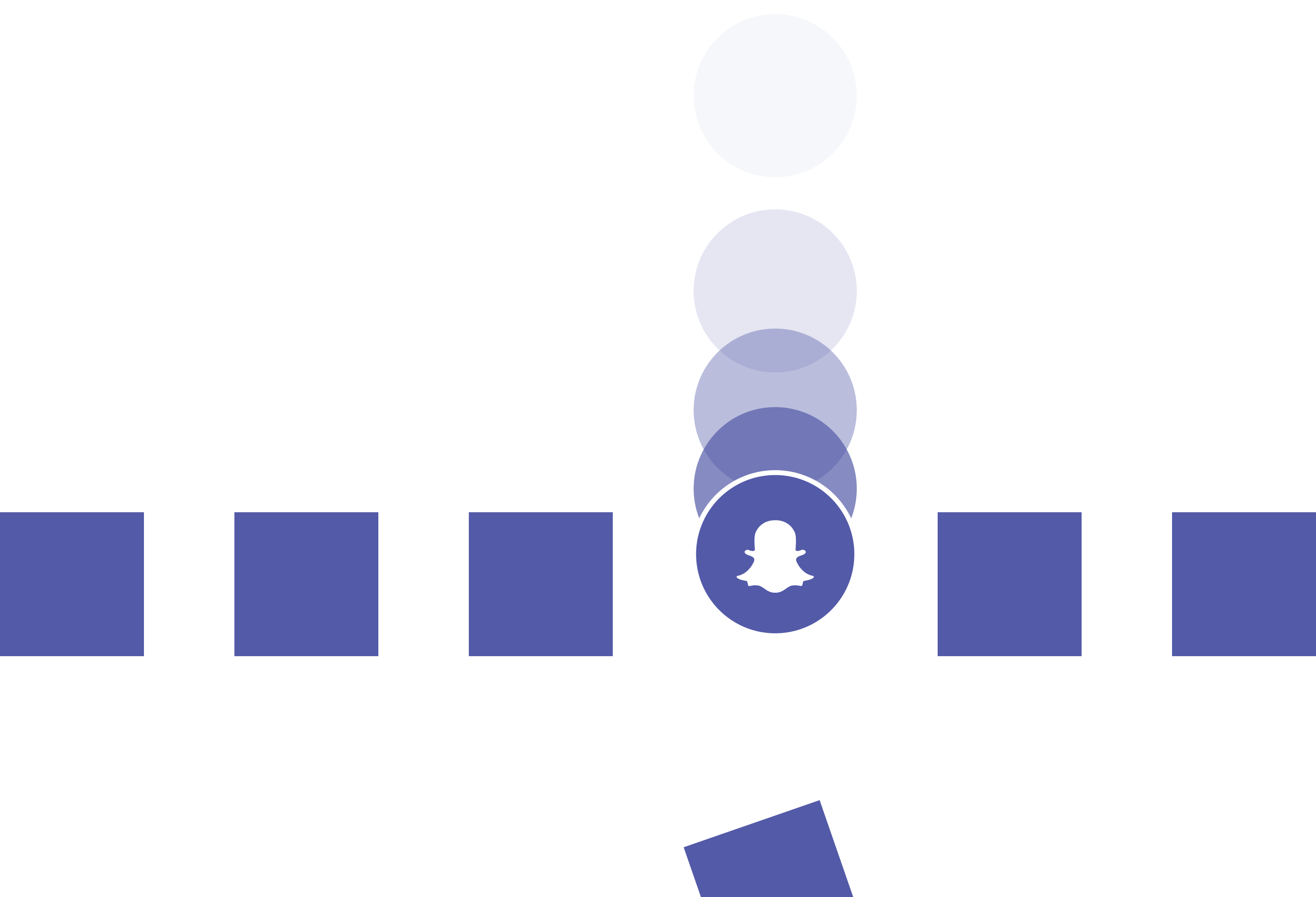
**In past issues** we talked about the paid social landscape – what it is, how it's evolving, and what you can expect from each platform you're intending to put dollars behind. All things considered, it's time to take back paid social to really make it work for your brand (while keeping a daily beat on the social landscape, of course).

Across multiple verticals we're seeing brands emerge from behind closed doors, gradually dipping their advertising toes back into the marketplace. But here's what we're also seeing: Brands aren't emerging back on the platforms they paused two months ago, rather they're showing up on new, non-traditional platforms to test creative, messaging and CTA's against wider audiences than ever before. If you don't believe us, open Snapchat and compare the ads you see versus those on your Facebook timeline.

## Weekly Focus

---

It's no surprise to B2B and B2C marketers that [\*\*Snapchat reported\*\*](#) platform shattering engagement records during the early stages of COVID-19's shelter-in-place orders. What was surprising is the number of brands that saw this spike and immediately pivoted their content strategy to account for quick, five-to-seven second, snackable videos focused on building brand equity through swipe-ups. While some can speculate [\*\*Snapchat's recent addition of Hulu's Chief of Ad Sales\*\*](#), Peter Naylor, might have impacted the spike in advertising, we can better attribute the surge to brands needing to make dollars work harder and faster to absorb unsuccessful efforts in Q2's early stages.

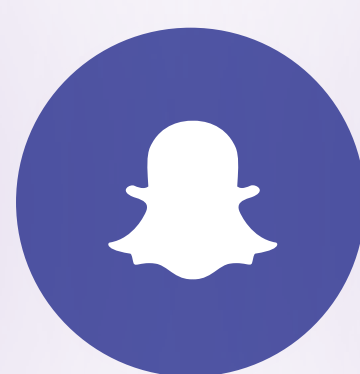
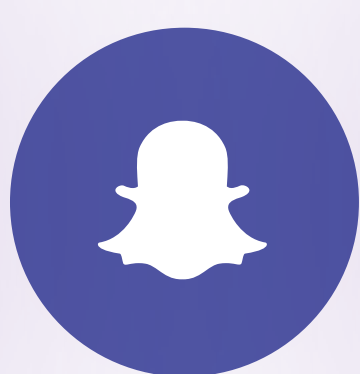


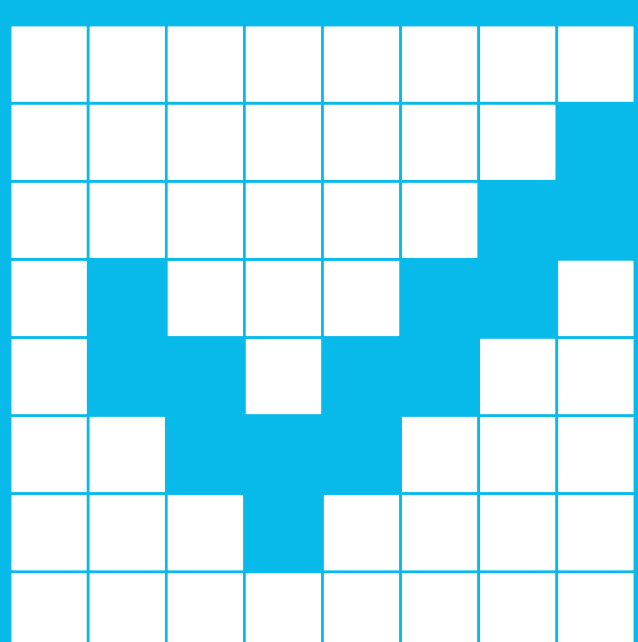
## Weekly Focus

---

So here we are. Still sheltering in place. Still seeking the new norm for personal and business lifestyles. While we wait, we can all use this time as marketers to truly test before we invest. If your paid social practice has paused on major channels, consider investing small test spends in channels like Snapchat or TikTok. Smaller scale buys not only help you get more familiar with the platform's management UI/UX, but it also allows you to experiment with that pre-roll video you never thought you had a use for. Or that concept that never made it past an internal review.

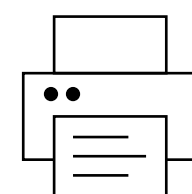
While we're home and dusting off old photo albums to look at, try dusting off concepts that didn't make the cut earlier this year, adapt them for quick hitting social ads, and put them into market. If your target audience is on platforms like Snapchat or TikTok, odds are you'll be rewarded with metrics you didn't think were possible. Don't believe us? [Ask David Herrmann.](#)





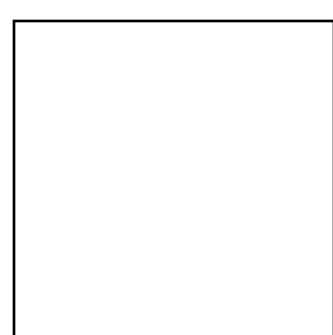
# Social Posting Gut Check(list)

7 Important Questions to Ask Yourself  
Before Posting During COVID-19 Pandemic



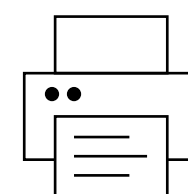
# 1

---



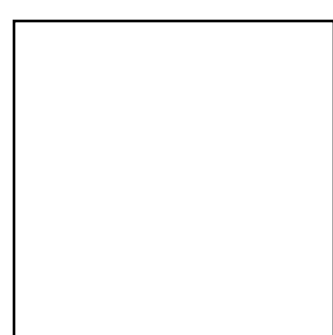
Am I over-evaluating language, imagery, and delivery in my posts that are still being published during the pandemic?

Copywriting that's reliant on metaphors is prime for scrutiny. Brands need to rely less on copy that's subject for interpretation and more on direct, emotionally engaging messaging. On the visual front, establishing a new cadence of sharing text heavy video is quickly becoming the new norm to avoid visuals not in accordance with the mandated social distancing.



# 2

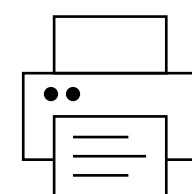
---



Am I properly scoring social attribution and social success?

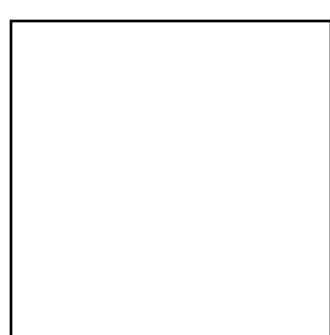
If you're still active on any or all social channels, odds are you're likely still tracking performance and data and metrics. While most are chalking up Q2 as a wash, you can still attribute a new scoring model to all of your outgoing, audience-first, social posts.

Shifting a reporting lens to focus on KPI's like monitoring a surge in brand equity, sentiment, and engagements will prove useful in Q2 when all other data might show a dip on social referrals to your website or conversion.



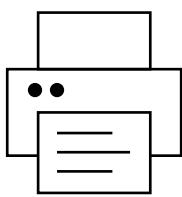
# 3

---



Am I proactively  
social listening to  
better understand  
how the conversation  
is shifting daily?

It's imperative that all brands are actively listening to better understand how social conversations are fluctuating. Keywords to monitor include your brand name and hashtag as well as trending hashtags like #coronavirus, #covid19, and #CoronavirusOutbreak.

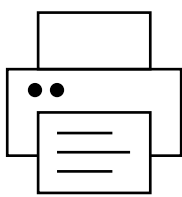


4

☐

Am I offering useful, timely information or clarity that will best support and inform my audience during this time that is not tied to my own brand’s gain/bottom line?

Information that assists in the health and well-being of your community and the greater good is what is crucial right now.

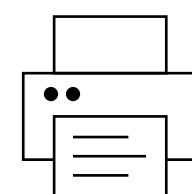


5

☐

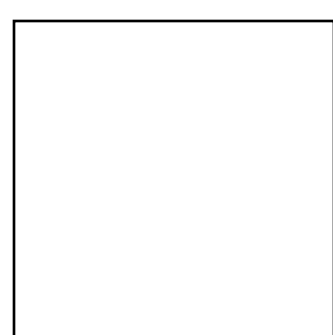
If the box for number four is checked, how often should my brand post content?

You don’t want to add to already cluttered feeds. Practice “content distancing” and place higher bets on lower amounts on content. We’re counseling our general B2C brands to either pause active paid flights, dial back spends significantly or halt social advertising altogether for the time being.



# 6

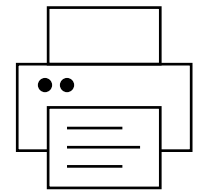
---



Is our brand committed to timely and personalized community management responses?

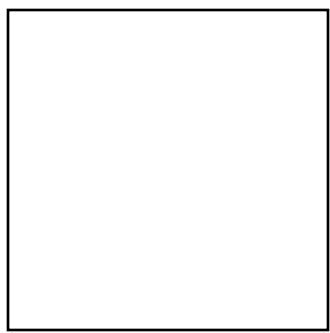
Social is a real-time touchpoint and now is your chance to let your audiences know that you're there, listening, responding, and committed during these unpredictable times.

Extra care should be taken with all incoming messages, mentions, comments, and most importantly complaints. Do not hide comments. Show empathy and realize that everyone is going through this together



# 7

---



You check the previous boxes. It's time to do another gut check and ask yourself, "Does this post align with who we are as a brand, our mission, the current state of affairs, and most importantly, the needs of our audience during this phase of our new normal?"

# Social Posting Gut Check(list)



1 ☐ Am I over-evaluating language, imagery, and delivery in my posts that are still being published during the pandemic?

Copywriting that's reliant on metaphors is prime for scrutiny. Brands need to rely less on copy that's subject for interpretation and more on direct, emotionally engaging messaging. On the visual front, establishing a new cadence of sharing text heavy video is quickly becoming the new norm to avoid visuals not in accordance with the mandated social distancing.

2 ☐ Am I properly scoring social attribution and social success?

If you're still active on any or all social channels, odds are you're likely still tracking performance and data and metrics. While most are chalking up Q2 as a wash, you can still attribute a new scoring model to all of your outgoing, audience-first, social posts.

Shifting a reporting lens to focus on KPI's like monitoring a surge in brand equity, sentiment, and engagements will prove useful in Q2 when all other data might show a dip on social referrals to your website or conversion.

3 ☐ Am I proactively social listening to better understand how the conversation is shifting daily?

It's imperative that all brands are actively listening to better understand how social conversations are fluctuating. Keywords to monitor include your brand name and hashtag as well as trending hashtags like #coronavirus, #covid19, and #CoronavirusOutbreak.

4 ☐ Am I offering useful, timely information or clarity that will best support and inform my audience during this time that is not tied to my own brand's gain/bottom line?

Information that assists in the health and well-being of your community and the greater good is what is crucial right now.

5 ☐ If the box for number four is checked, how often should my brand post content?

You don't want to add to already cluttered feeds. Practice "content distancing" and place higher bets on lower amounts on content. We're counseling our general B2C brands to either pause active paid flights, dial back spends significantly or halt social advertising altogether for the time being.

6 ☐ Is our brand committed to timely and personalized community management responses?

Social is a real-time touchpoint and now is your chance to let your audiences know that you're there, listening, responding, and committed during these unpredictable times.

Extra care should be taken with all incoming messages, mentions, comments, and most importantly complaints. Do not hide comments. Show empathy and realize that everyone is going through this together

7 ☐ You check the previous boxes. It's time to do another gut check and ask yourself, "Does this post align with who we are as a brand, our mission, the current state of affairs, and most importantly, the needs of our audience during this phase of our new normal?"



**Gaelen Bell**  
VP, Motion

gbell@agencyinmotion.com  
312.565.0044

agencyinmotion.com



**MOTION**

We're here if you have questions about how to navigate your social strategy or modify your content plans.

**Gaelen Bell**

VP, Motion

[gbell@agencyinmotion.com](mailto:gbell@agencyinmotion.com)

**Jack Meehan**

Director, Motion

[jmeehan@agencyinmotion.com](mailto:jmeehan@agencyinmotion.com)

**Alli Ellwood**

Account Executive, Motion

[aellwood@agencyinmotion.com](mailto:aellwood@agencyinmotion.com)

[agencyinmotion.com](http://agencyinmotion.com)