



Navigating Social Media in the New Normal

Issue 07

May 7, 2020

We're in this together.

Welcome to Issue 7: The Rise and Shining of Video During COVID-19: Vol. 2

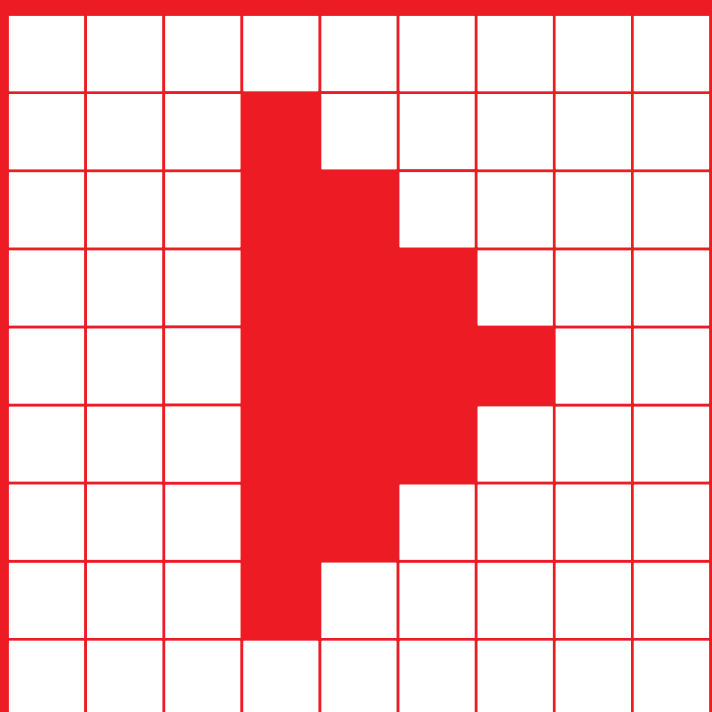
This week's issue is a continuation of our take on the evolution and expectations of video content and consumption [\(Issue 6\)](#).

Video, streaming and audiovisual connections continue to thrive as key components in our daily communication. The Big Three — Facebook, Snapchat, and Instagram — are adapting to these new demands and advancing their approach to the distribution, publishing and creation of video connection and conferencing experiences.

To round out this week's issue we're bringing insights and examples of the highly relevant, low production end game we've all consumed over the past eight weeks. We're seeing some amazing ingenuity and simple executions from brands most commonly known to have powerhouse production and ad budgets.

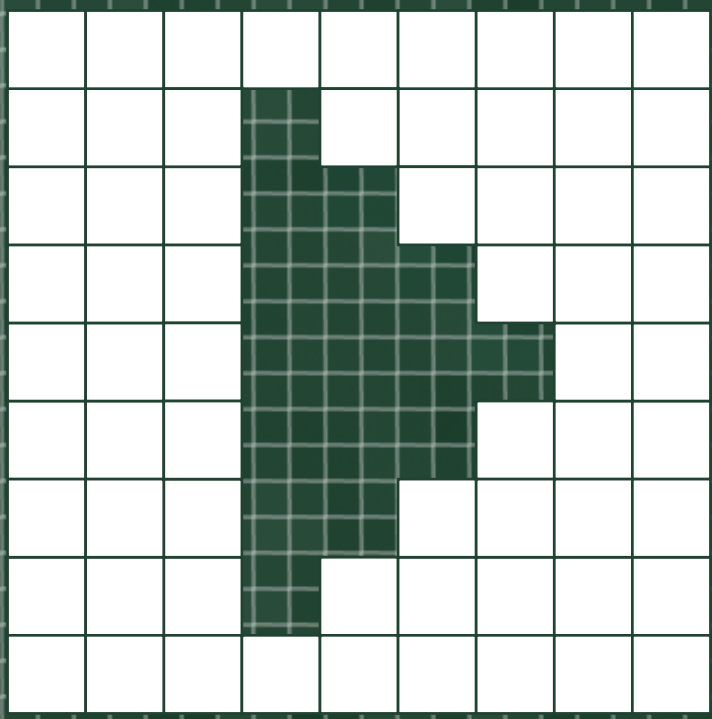
Read on for insights on the digital consumption of video as we explore **High Expectations, Low Production Value**.

Best,
The Motion Agency Social Team



The Rise and Shining of Video During COVID-19

Volume 2



High Expectations

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Low Production Value

Video Storytelling with
User Generated Content
is the HOW Right Now

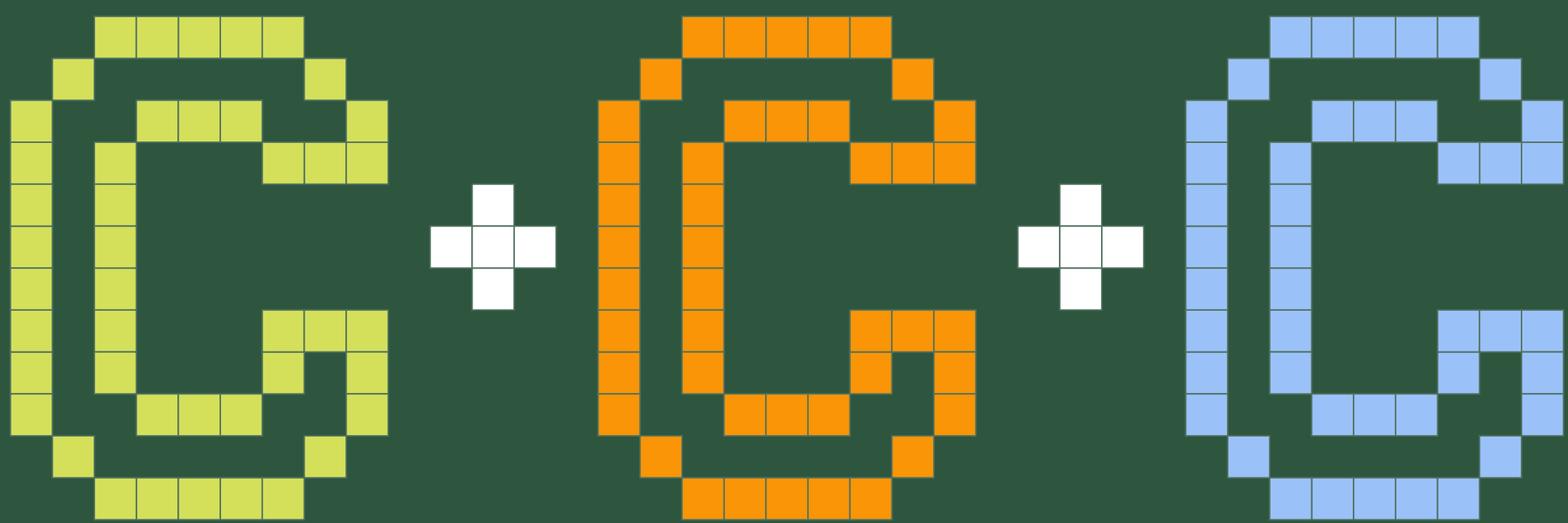
Video Storytelling with User Generated Content is the HOW Right Now

Video consumption, creation and conferencing is how the global community is surviving the stay-at-home orders and isolation. Key takeaways from outside research — and our perspectives on how video content (at every level) is impacting a brand’s ability to connect and communicate with its users — starts with understanding audience expectations surrounding multi-media content.



The Big Three social powerhouse platforms understand that — and are using that insight to build specific, video-first communities on each of their platforms.

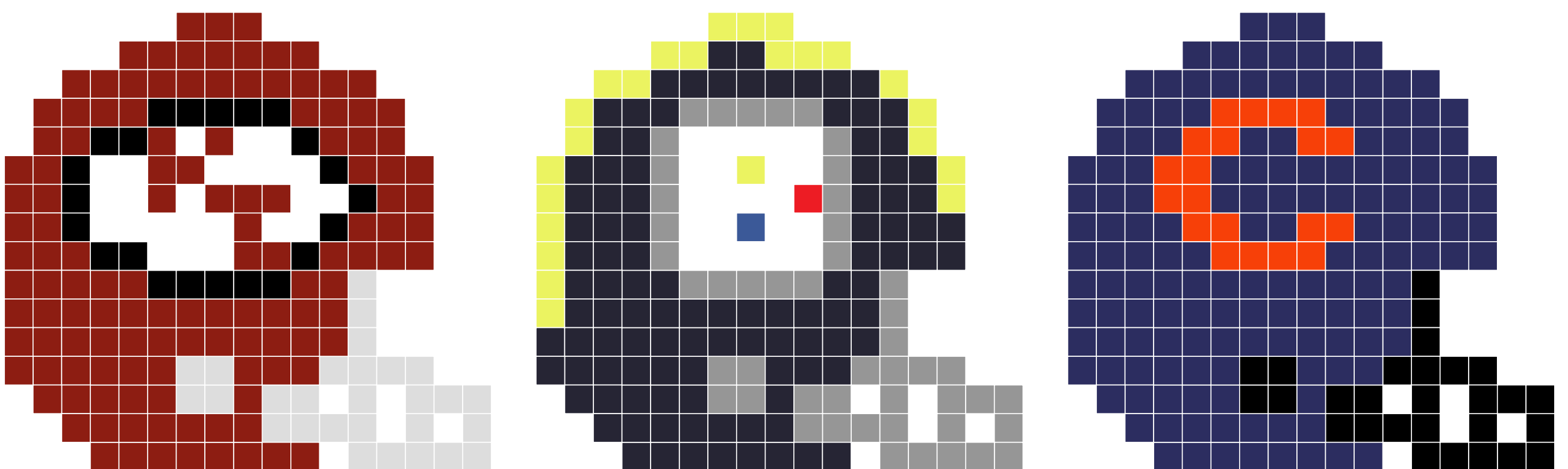
We are in the thralls of the ultimate market disruption. Brands that survive with their business and reputation intact will be those that focus on connections, community and content.



While so many brands and marketers continue to hang out in the wait-and-see mode, brands that quickly connected the dots to this secret sauce equation — with fast-to-market, UGC — helped the industry realize that a reset of expectations was needed not only in what a brand should say, but how they should say it. [Dove](#) and [Visa](#) are just a few brilliant examples of low production but highly relevant storytelling that demonstrate their in-tune, on-brand, audience-first approach while depicting the realness of today's current state of the world.

How are brands both bigger and smaller than Dove or Visa capturing and capitalizing on this insight? We're seeing them place their meticulously calculated, highly stylized, and professionally produced content on hold in favor of raw and relatable moments they are collecting straight from their audiences. And we are loving it.

Take the NFL Draft for example. At the turn of 2020, the draft was set for Las Vegas and primed to be the most elaborate spectacle of draft day television in history. A week ago, that same draft took place via video conferencing across the country, with prospects, coaches and general managers drafting from living rooms, basements and man caves. The tectonic shift in production value was necessary due to mandated conditions — but could be the first case of how production value shifts not only can happen, but will happen, without degrading the end product.



The Rise and Shining of Video During COVID-19: VOL 2

Online Content Activities

Percentage of Global Internet Users Aged 16 to 64 Who Consume Each Kind of Content Via The Internet Each Month

WATCH
ONLINE VIDEOS



90%

WATCH
VLOGS



51%

LISTEN TO MUSIC
STREAMING SERVICES



72%

LISTEN TO ONLINE
RADIO STATIONS



48%

LISTEN TO
PODCASTS



42%

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

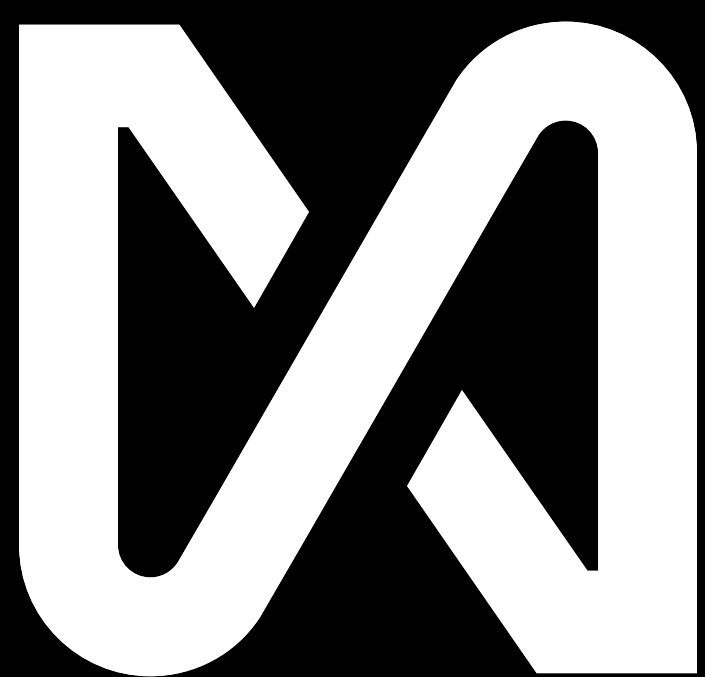
7 ☐ You check the previous boxes. It's time to do another gut check and ask yourself, "Does this post align with who we are as a brand, our mission, the current state of affairs, and most importantly, the needs of our audience during this phase of our new normal?"



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MOTION

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

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