

Navigating Social Media in the New Normal

Issue 08

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The Road to Recovery Is On All Of Us.

The ship is beginning to turn. As the world moves towards reopening, brands are eager to move alongside with it. We're not out of the woods yet. The lights are flickering but the world is far from being turned "on" again. As consumers and marketers aspire for a new normal, social will undoubtedly be leveraged as some of the first testing grounds for new "re-emergence" messaging and activations being cooked up as we speak.

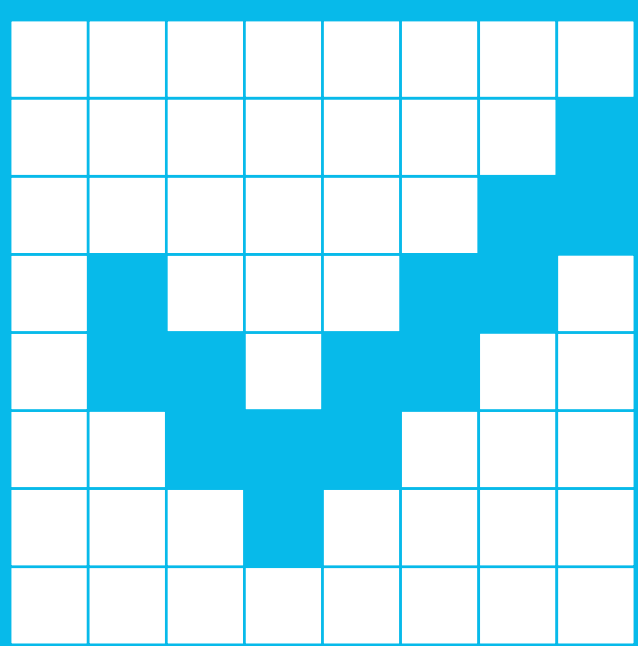
How have you plotted out your brand's path and rewritten your social strategy? Have you checked all the right boxes?

In this week's issue, "Navigating the New Social Norm: Your Brand's Social Roadmap to Recovery," we raise the questions that will help to guide you as the fog begins to lift and marketers and consumers push for normalcy.

Boxes still need to be checked and then triple checked before making appropriate moves across enterprise social channels. One question will always prevail, "Does this content plan, community response or individual post align with who we are as a brand, our mission, the current state of affairs, and most importantly, the needs of our audience?"

Read on to see how you can best prepare and anticipate the new marketing landscape in the next phase of the COVID-19 pandemic.

Best,
The Motion Agency Social Team



7 Questions to Guide Your Brand's Social Roadmap to Recovery

Be sure to ask yourself each of the questions plotted below as you build out plans for your roadmap to recovery across digital and social touchpoints.

7 Questions to Guide Your Brand's Social Roadmap to Recovery

1

Have I been listening to the needs of my audiences and have I been learning from it?

We're asking you to keep challenging yourself and keep asking the right questions before deploying ads or publishing content to brand channels. Understand audience's expectations are continuing to evolve. No matter what business you're in, your audiences are coming out on the other side differently. Their personal lives, livelihood, safety and anxiety have all been affected in some way or continue to be. Evolve your channels with your audiences. Tailor content to your audience's expectations. Begin a slow drip and watch, listen and analyze intelligently and be ready to change course, or change tone if your audience deems it necessary. We'll settle into the new normal together as one, but for right now, normal is subject to interpretation. And your audiences will be the ones to let you know if you are on the right path.

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2

Am I staffed and ready to embrace proactive, daily social listening?
Do I have an insight and escalation plan to help inform other teams of sentiment shifts and learnings?

Don't stop social listening, in fact, if you can, make it someone's job. It's still extremely vital that your brand conducts daily social listening to comprehend how conversations are starting and evolving around your brand's digital reputation. This includes what regional influences are causing shifts in discussions, what successes in local markets are creating extra chatter, and what global or national news is trickling down into audience segments that impact your messaging, products or makes your last post obsolete. Continue to monitor keywords including your brand name and hashtag as well as trending hashtags like #coronavirus, #covid19 and #CoronavirusOutbreak.

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3

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?

It's not so much about sharing information focused on the health and well-being of your community now, rather your focus should be sharing content that inspires your audience to acclimate to the new norm. You can offer useful, timely information that caters to hope, perseverance and resiliency. Social users are now looking to brand channels for a glimpse into how they're adjusting to the new landscape, in an effort to comfort their own uncertainties. Provide clarity to show confidence.

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4

How often should my brand post content?

Some marketers and brands won't be able to control the spigot and in turn, consumers will once again be soaked in too much, too soon. If you haven't started easing back into the new digital landscape, let's get your channels back in order to adapt to the newly formed backdrop. Keep the focus on your audience. It does feel like you might be behind, we all are. However, focus your content cadence and frequency of posts on how useful your content is to your audience now. Leverage some social tools (polls, open-ended questions, groups) as well as other customer touchpoints (email, sales associates, etc.) to ask audience members, customers, and end-users what they need from you right now. If those needs translate into useable content, then your brand is once again listening and acting with an audience-first mindset. Create content that matters, then publish that strong content when you know your audience is most active. Continue placing bigger bets on fewer pieces of content.

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5

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

As states begin to lift regulations, and national orders begin to ease up, social platforms will continue to be a resource for millions as they seek out clarity and factual information. While extra care in terms of responses should still be taken on all applicable platforms, the comments and queries you receive will likely be different than what's been seen before. Use this as a catalyst to understand what type of information your audience is seeking out most as these unprecedented times start to morph into a new reality. These insights and learnings could help fill your content pipeline for the months to come.

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6

Am I over-evaluating language, imagery and delivery in my posts as we roll into the next phase?

Continue to plan ahead. Mapping out key moments in a social media content calendar will help brands better understand when and how to adjust their storytelling, and shine when the time is right. An agile content pipeline allows your channels to pause when necessary or ramp up when needed. Continue publishing audience-first messaging and focusing on creating an emotional connection with your followers, first, before anything else. When it comes to visuals – brands are still unable to utilize their customary creative resources – but user's expectations are adapting. So, now's the time to get even more creative from your living room or pseudo home-studio. Consider tapping into User Generated Content (UGC) when possible and asking your followers to share their experiences to ensure the dynamic media you're putting in-market reflects the outside landscape. Seek out Influencers to help produce unique creative concepts, too, as these content mavens are also stuck indoors.

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7

Am I properly scoring social attribution and social success?

So, how does content performance pre-pandemic compare to content performance published during our push into the new reality? Well, time will tell, but we have a 30-day foundation behind us through the month of April to gain insights from. Are users connecting and engaging with your current cadence more than your typical brand-focused messaging? If you've dialed back your frequency over the last 30 days, have engagements seen an uptick? Are you adjusting to quantify and test new metrics? While we urge you to continue to look at sentiment and engagement over time to better understand audience resonance with your revised strategy, it's time to ease back into a more traditional data monitoring model. On this road to recovery, seek out a new reporting model that begins to weigh last month's content vs this month's to better tailor successful content published from your enterprise channels to your overall business's success.



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

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