

Navigating Social Media in the New Normal

Issue 09

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The Road to Recovery Is on All of Us.

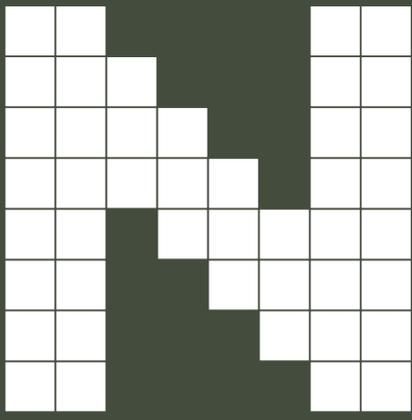
Welcome to Issue 9: Combatting Social Media Fatigue

How much daily screen time have you logged since March? If you're like many across the world, you've been bingeing social media to the point of testing your device's battery life. And that trend may have peaked. We've heard it from friends, we've seen it covered in the media, and we're even feeling it ourselves: As people are showing signs of overall quarantine fatigue (restlessness, anxiety, and even defiance in adhering to local and national requirements), social media is running a parallel path.

With the constant, heavy flow of news, content, misinformation, and changing mandates even at the most hyper-local level, how do brands on the road to recovery combat social media fatigue too?

Read on for the latest coverage on this topic and Motion's approach to helping brands keep content fresh in a world that may be headed for a social media detox.

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.

Signs of Quarantine Fatigue

Are you experiencing quarantine fatigue? Do you have an urge to return to your pre-pandemic social habits? Early signs of quarantine fatigue can include lack of motivation, irritability, restlessness, and ignoring responsible safety precautions like wearing a face mask in public. [Business Insider](#) is crediting quarantine fatigue to good weather, misinformation, and financial distress. As we enter our 10th week of quarantine, these feelings are becoming more and more understandable, but we must remember that the virus won't go away just because the weather improves or because we're bored inside.

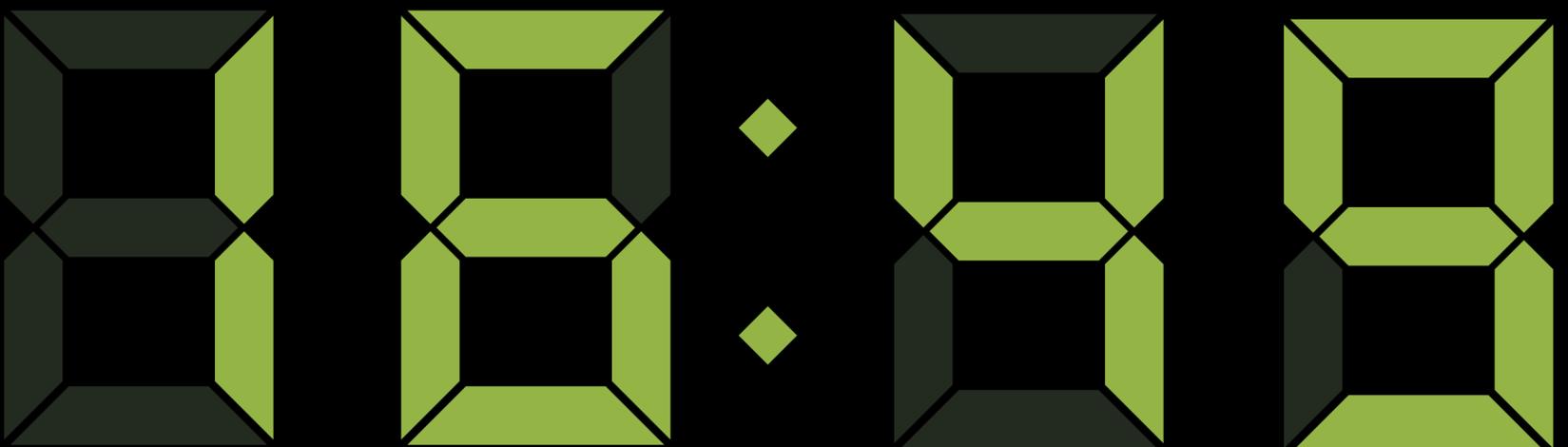
How to Combat Quarantine Fatigue

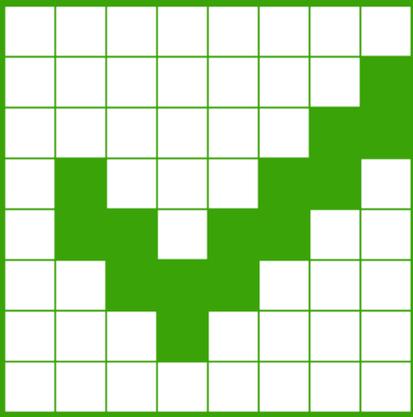
Behavioral and Public Economist Dr. Bhanot recently shared his professional insights into how people can fight their quarantine fatigue with [The New York Times](#). His recommendations include learning a new language, teaching yourself home-based skills like cooking or crafting, creating art, checking in with loved ones, hosting a Zoom meeting, and offering support to others struggling with quarantine fatigue. When leaving your home, be sure to lead by example by wearing a face mask and proactively keeping a safe distance from others.



Social Media Users Are Reaching Their Limits

The pandemic is forcing most people to stay inside, seek ways to entertain themselves, and rely heavily on technology to communicate and connect with each other. Many feel the need to constantly be present online to virtually keep up with their friends and the outside world, but fatigue is starting to kick in. Twitter sparked an interesting conversation around screen time and some users are turning their weekly Apple usage reports into a competition, trying to surpass their peers. Some are logging as many as 16 hours of screen time daily, prompting many to ask themselves if they should take a brake and detox from social apps. Read the full story from the [Wall Street Journal](#).





How to Produce Fresh Content to Combat Social Media Fatigue

Screen time has skyrocketed. But now, as stay-at-home orders begin to lift, weather becomes more favorable, and people edge slowly to expanding their quarantine circles outside their home, social media usage may soon plateau. As social media acts as a major curator of news coverage, brand experiences, group conversations and ongoing connections during shelter-in-place, social media users are showing signs of overindulgence. The natural next step may be a detox.

Here are five ways to keep content fresh in a world that is starting to feel stale:

How to Produce Fresh Content to Combat Social Media Fatigue

1

“Unprecedented” Editing: There is no need to overtly call out the “unprecedented” state of the world right now in your social content. Users already understand that. They’re living through the unprecedented times in reality. So everything you’re sharing in the digital reality should still add value and provide clarity on how your product, services, or organization supports your audience’s needs right now. At this stage in the pandemic, people know what we’re all working for, why we’re showing support, and where our warm thoughts are being directed. Refreshing your social content doesn’t mean finding a new way to say what’s already been said, but rather, finding new ways to connect without having to directly spell it out. Take a hard look at what you’re sharing and be sure to edit your content often.

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2

The UGC Pipeline Is Still Flowing: Are you tapping into it? Are you turning to your community of storytellers and producers to add a relatable, insider view of all that your audience is accomplishing and feeling during this time? If your audience comprises employees, patrons, users, professionals, and subscribers actively engaging with your brand content, consider polling, surveying, or reaching out to them for their stories and experiences, or inquiring about what types of content that they'd like to see more of. If you have a built-in focus group, use it and learn from it.

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3

Personality Goes A Long Way: Are you leveraging brand ambassadors, top fans, or employee leads to mine for content? Invite them to the ideation discussion and set the table around them. Or plan for a platform takeover, handing over the keys for a live Q&A, Office Hours segment, Insider Look, or Day in the Life content blitz to add authenticity to your ongoing initiatives.

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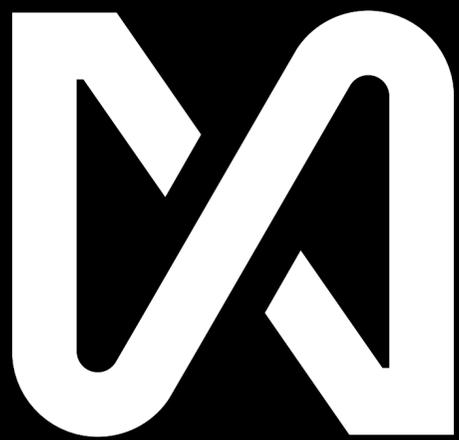
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Test New Tools: LinkedIn Live has been gaining traction and is proving to be a strong engine for engagement. If your content strategy leverages LinkedIn, explore ways to broadcast thought leadership content and livestream conferences, product announcements, Q&As, and other events led by influencers.

5

Know What Your Competition is Doing—

And Do Something Different: It's hard not to compare, especially when there is no established playbook for what marketers, social strategists, and content creators should be trying to accomplish right now. It's part of your job to know what your competitors are doing and to keep tabs on if it seems to be working. But their strategy is their own, and this is a time to own yours. Instead of mirroring your competitors, look inward at what makes your organization's different, the makeup of your audience, and ask yourself, "What can we offer right now that reinforces our relationships with our community, that speaks to our knowledge and expertise in what we do, day-in and day-out?" Leverage this, and there's a solid chance that the content themes you derive will reinforce your approachability and relevance, and the value you bring to the marketplace.



MOTION

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

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