



# STAYING RELEVANT THROUGH COVID-19 – PLANNING YOUR SOCIAL MEDIA PRESENCE

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**Social media marketing represents a cost-effective means to communicate and engage customers amid the pandemics. This webinar will present successful case studies of how events and businesses are using social media to stay connected. The webinar will also present affordable and easy to use tools and strategies to create engaging social media campaigns. It will consider the pros and cons of major digital marketing channels (e.g., Facebook, YouTube, Instagram, Twitter, LinkedIn, Pinterest, and Quora). Furthermore, it discusses some important digital marketing tips to engage customers and maintain customer relations in a virtual environment. Lastly, some successful digital marketing cases will be discussed for hospitality businesses, such as restaurants and events.**

## GENERAL TIPS

- Better define the audience. Think about the customer population you want to reach, and this population may vary across different social media platforms.
- Reach and engage your audience by a smart use of social media channels (e.g., share relevant contents that help customers during pandemics; send out coupons and gifts; set up polls; solicit stories and inputs from customers)
- Focus on branding and personality! Make a strategic use of social media to send out unique messages to customers.
- Think about paid ads on social media channels. Many ads tools have no minimum budget requirements and can target the customers by geography, socio-demographic, and interest.
- Measure the effectiveness of marketing to determine the best practices with the analytics tools in different platforms. The stats from these tools can help determine the best time to post and the proper content/topic to post.
- Leverage professional software and apps, which provide cross-platform social media management tools for content management, subscriber management, and ad management.
- Study the best practice from the industry leaders and your competitors



## SOCIAL MEDIA TYPES

Social media	Description	Tips
<i>Facebook</i>	Social networking service and the most popular SM platform	Use Facebook groups to approach and engage the audience; Geo-targeting promotion with Facebook ads;
<i>YouTube</i>	Online video-sharing platform	Search engine optimization (e.g., tags); Use Cards and end screens to make video clickable;
<i>Twitter</i>	Microblogging and social networking service	Find profitable and useful hashtags Demographic targeting using Twitter Advertising
<i>Instagram</i>	Photo and video-sharing social networking service	Optimize Instagram bio and follow hashtags Create Instagram stories Use Instagram analytics and Ads
<i>LinkedIn</i>	Business and employment-oriented online service	Do more than just a job title! LinkedIn Groups (with target audience) LinkedIn Ads Credits (\$50 Free)
<i>Pinterest</i>	Image sharing and social media service	Boards to categorize the ideas Create a business account to inspire customers
<i>Quora</i>	Question-and-answer website	Attract businesses by answering high-profile questions Construct a strong credential portfolio



## CASE STUDIES

Use your posts for a purpose. That purpose should be the driving force behind the design and function of the post.

- **Inform and educate** - Use your social media platform to inform and educate your guests on the logistics of how you are operating your business. Social media is an excellent way for your guests to understand their experience before they arrive. It will enable you to create trust with the guest. Suggested Uses: Policies & Procedures, Logistic & Operations, Ordering Steps. Examples: [Muskifest](#), [Welcome America](#), [Crave](#).
- **Feature/Showcase** - Use social media to showcase your business. Social media platform features enable you to first hand showcase your product and services to your customer. This is a great way to showcase your business' COVID-10 protocols. Suggested Uses: New Products, New Services, New Flavors, Recipes, Behind The Scenes, Safety & Security. Examples: [Live Nation Drive-In Concerts](#), [Disney Dole Whip Recipe](#).
- **Connect** - Use social media to connect to your customer. Everyone is seeking connection in the COVID-19 world we live in. Suggested Uses: Behind The Scenes, Showcase Employees, Share Recipes, Share Experiences. Examples: [In The Kitchen With...](#)
- **Engage** - Inactive engagement can be a booster for your social media campaigns. It's a fun way to engage your customers in a soft-sell manner. Suggested Uses: Challenges, Trivia, Gamification, Provide coloring sheets, and/or activities. Examples: [Social Media ScavengerHunt](#).
  - Rule Guides
    - <https://www.shortstack.com/blog/social-media-contest-rules-template/>
    - <https://blog.woobox.com/2019/09/social-media-contest-rules-starter-template-example-guide/>



## TIPS AND TRICKS

**The Tripod** - Extremely valuable tool! Make sure the tripod has a Bluetooth remote for easy filming and photographing. The tripod will assist you in getting good photos and videos. A flexible tripod enables you to get up close to the subject matter. A tripod will give you steady shots. Tripod Recommendation -- [Flexible Tripod for iPhone, 12" Smartphone Tripod + High-Speed Bluetooth Remote for iPhone, Samsung, Compact Gorilla Tripod Stand 360° for GoPro, Cell Phone and DSLR Camera \(Tripod + Remote\)](#).

**Management & Scheduling Tools** - These tools will enable you to schedule posts in advance and use metrics and analytics to get the best performance. Example: [Hootsuite](#), [Sprouts](#).

**Design** - Use a design program that is compatible with social media sites, and make sure the program's templates are correctly sized for social media use. Example: [Canva](#), [Adobe Spark](#), [Pixabay](#).

**Content/Email Marketing** – Sending targeted messages to engaged customers. This is an excellent way to showcase your offerings and serve discounts. It's also a great way to inform your audience about upcoming events or news about your business, Examples: [Mailchimp](#), [Constant Contact](#).

**Response and interaction** – Designate one-two employees to respond and interact with your clients on social media. It is crucial from a customer service perspective to respond promptly to postings and questions.

**Photos** – When possible, use your own images. Remember, you are showcasing your business, and it's services and products.

**Video Features** – Use the video features within social media apps to create dynamic posts. Example: [Boomerang](#), [Reels](#).

**Interviews and Video Features** - Create interviews with your staff to showcase them to the public. It's a way to engage them with you. Create cooking or activity classes to share with your audience.



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## CONCLUSION

Social media marketing is a very cost-effective and efficient way to market. Make sure to approach your social media with goals and objectives that drive your business in a strategic way. Monitor your progress every week via the metrics provided by the platforms and tools.

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