

How Governments are Managing **COVID-19 on Social**



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How COVID-19 is affecting the world



Thursday, November 7th, 1918

CORPORATION OF THE CITY OF KELOWNA

PUBLIC NOTICE

Notice is hereby given that, in order to prevent the spread of Spanish Influenza, all Schools, public and private, Churches, Theatres, Moving Picture Halls, Pool Rooms and other places of amusement, and Lodge meetings, are to be closed until further notice.

All public gatherings consisting of ten or more are prohibited.

D. W. SUTHERLAND,
Mayor.

Kelowna, B.C.,
19th October, 1918.

**Social distancing
last occurred in 1918**
during the Spanish
flu pandemic



**Today, social* distancing
has led to a massive spike
in social media use and
1:1 messaging**



WhatsApp and Messenger calls **have doubled.**

Source: [The Interface](#)





**Reddit has seen
a **20-50%** traffic
surge.**

Source: Adweek



More than a million people in the UK have joined coronavirus support groups on Facebook.

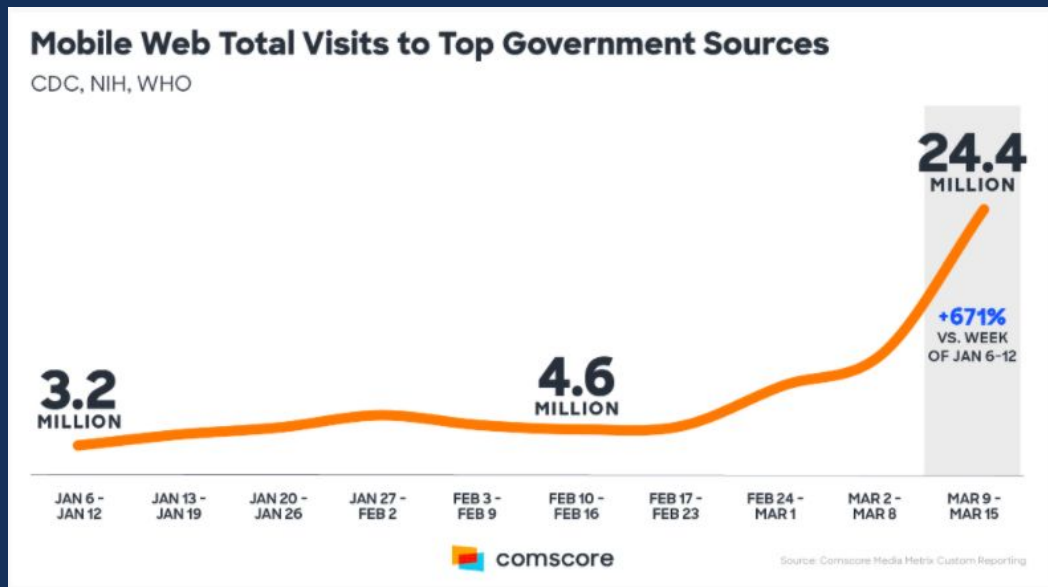
Source: [The Guardian](#)



Hootsuite experienced
the **highest usage of
Inbox** to date.



Mobile **web visits**
to top government
sources have
increased by 671%.




Source: Comscore



Twitter, Facebook, Google, and YouTube are working with government agencies to remove fake news regarding coronavirus



Twitter Safety 

@TwitterSafety

Content that increases the chance that someone contracts or transmits the virus, including:

- Denial of expert guidance
- Encouragement to use fake or ineffective treatments, preventions, and diagnostic techniques
- Misleading content purporting to be from experts or authorities

♡ 5,742 4:22 PM - Mar 18, 2020



“The virus is forcing us to use the internet as it was always meant to be used—to connect with one another, share information and resources, and come up with collective solutions to urgent problems.”

Kevin Roose
[The New York Times](#)



2

**Use social to protect
human connection**



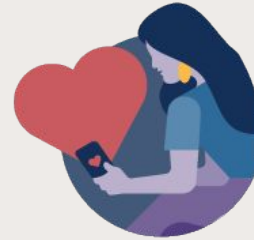
**If you're not focusing on
emotion, you're focusing
on the wrong thing.**



Two ways to build connection during a time of crisis



**Do
good**



**Make people
feel good**



Have questions about **COVID-19**?
We have answers



Send **hi** to
+41 798 931 892
on WhatsApp



World Health
Organization



Doing good

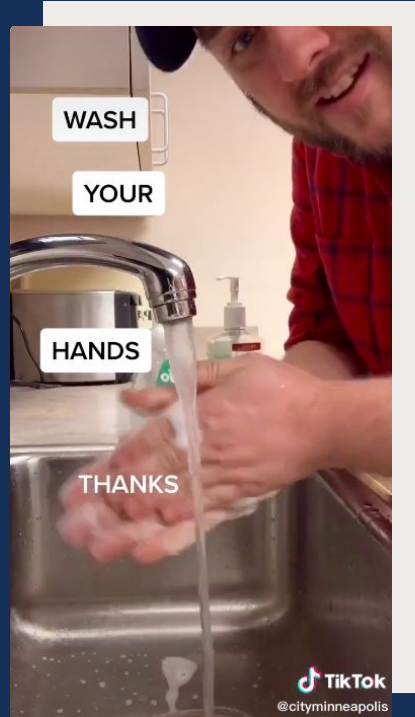
The World Health Organization delivers health alerts to billions of people 1:1 via WhatsApp.

Source: WHO



Doing good

City of Minneapolis
and the World Health
Organization on
TikTok





Doing good

A lot of homeless people use your facilities. Is there any plan B for these people? [@RohanLeppert](#)
[@cityofmelbourne](#) #Victoria #vicpol



City of Melbourne [@cityofmelbourne](#) · Mar 15

Replying to [@pixeltoofar](#) [@justine_hyde](#) and [@RohanLeppert](#)

Hi Andrew, our daily support team are still going to be out looking for unwell people suffering from homelessness. There is also a nurse at the Salvation Army Cafe at 69 Bourke street during daylight hours.



1



1



10



Andrew Griffiths [@pixeltoofar](#) · Mar 15

Great thank you!



1



chethansagar [@chethansagar](#) · Mar 15

Replying to [@cityofmelbourne](#)

Good!



Tan Digi [@tandigi](#) · Mar 15

Replying to [@cityofmelbourne](#)

Bravo. Great work.

City of Melbourne being responsive



“If you need to be right before you move, you’ll never win. Perfection is the enemy of the good when it comes to emergency management. Speed trumps perfection.”

Dr. Michael Ryan

Executive Director
World Health Organization



When your constituents feel good, they are



More likely to do
what the agency
asks of them.



More likely to seek
the agency's advice
or expertise.



More likely to
trust the agency.

Source: Forrester, [Why And How To Improve The Government Customer Experience](#)





Making people feel good

Mayor of Toronto provides
daily updates to citizens via
live Instagram video while
in self-isolation





Making people feel good



nhsenglandldn • Follow

4h Reply



elizabeththedreamer4life 🙏 Me always. I have asthma as well so its extra important I take precaution. Thank you all for working so hard during this hard and trying times. I pray more people will stay at home and do what is right. I'm a young person but I'm doing the right thing for everyone and not being selfish or risky with my life.x

4h Reply



5,832 likes

150 comments

5,832 likes

150 comments

National Health Service in the UK provides uplifting and community-oriented messaging





Lawrence Police ✓

@LawrenceKS_PD

1985: "By 2020 we'll have flying cars, be able to time travel, and have floating hover boards."

2020: "Please don't crime. Also, please kindly wash your hands after you pee, poop, or cough to avoid spreading death."

11:09 a.m. · 18 Mar. 20 · [TweetDeck](#)

590 Retweets **3,509** Likes



Making people feel good

By using humor, the Lawrence Police in the US help build a human connection with their audience.



Using social media to connect with your audience



Prioritize speed
over perfection



Use templated
responses to
manage volume



Create content that
does good or makes
people feel good



3

**Maintain trust
by dispelling
misinformation**



Hackers are targeting hospitals and government health authorities



**“You can expect the attacks to
escalate as fast as the virus
panic escalates.”**

Avivah Litan
Vice President and Analyst
Gartner

Source: [WSJ](#)



“Accuracy of information is critical in such instances with the credibility of the source of the message paramount. This is why official government, be it at the city, county, state or federal level, is so important as their credibility is the most sound.”

Dr. Alan Fyall

Associate Dean of Academic Affairs
University of Central Florida





75%

**of COVID-19 related
tweets are retweets.**

Make sure the content is coming from
you, or from another trusted source.

Source: Twitter, [Brand communications in time of crisis](#)



Mitigate rumors and misinformation by increasing retweets



Get more RTs by:

- ✓ Encouraging your employees to share the word
- ✓ Boosting the message for the day
- ✓ Having an influencer amplify your message



Ensure your message is reaching the most people through ads

● Active

Started running on Mar 24, 2020

ID: 212136349882533



...



Mayor of London
Sponsored • Paid for by The Greater London Authority

Please follow the rules to stop more people dying.
#StayHomeSaveLives

MAYOR OF LONDON



The only reasons you may leave home are:

- To shop for groceries, medicine, and other essentials (infrequently)
- To exercise outside (once a day)
- To provide care or help a vulnerable person
- To go to work (but work from home if possible)
- For any medical need

If you don't follow these rules, our NHS won't be able to cope and more people will die

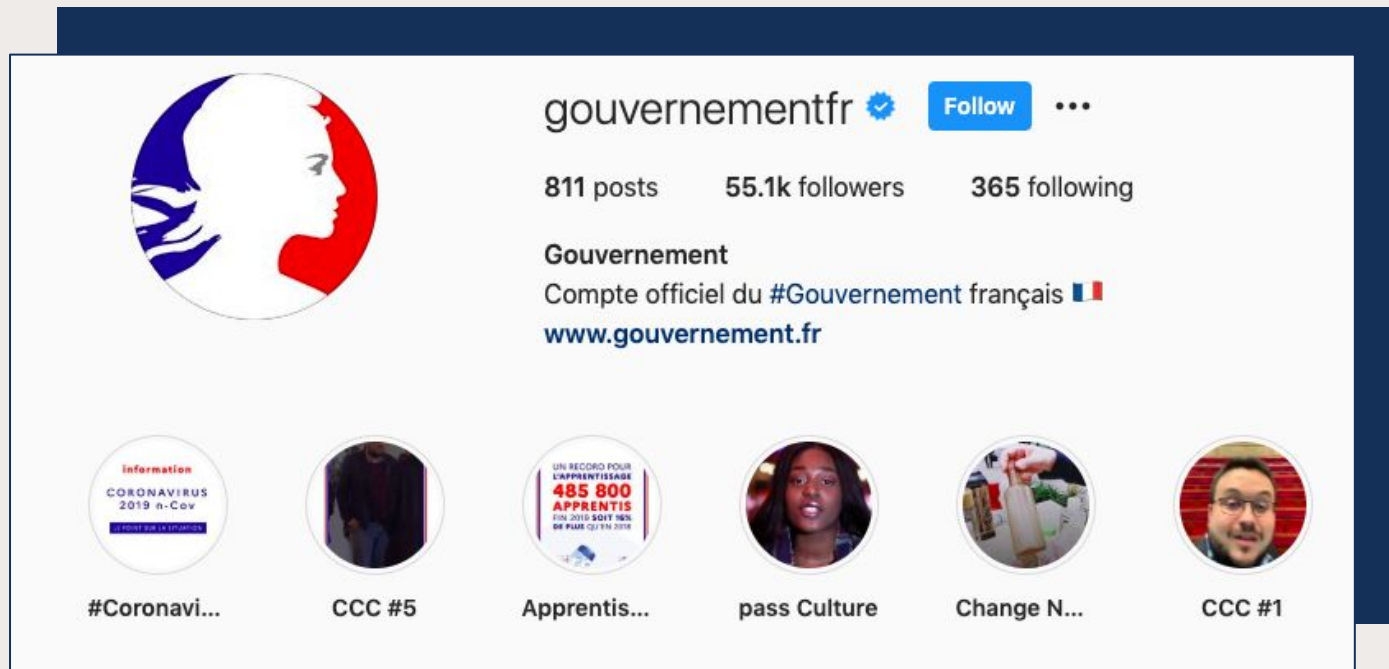
SHARE THIS, SAVE LIVES





Continue to encourage retweets




Provide a hub of centralized coronavirus information


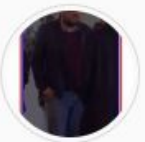






The screenshot shows the Twitter profile of the French Government (@gouvernementfr). The profile picture is a circular logo featuring a white silhouette of a person's head and shoulders against a background split into blue and red halves. The bio identifies the account as the official Twitter of the French Government, with a link to the official website. Below the bio, a row of six circular thumbnails represents recent tweets. The first thumbnail contains text about coronavirus information, while the others show various images and statistics related to apprenticeship and culture.

gouvernementfr  [Follow](#) 

811 posts 55.1k followers 365 following

Gouvernement
Compte officiel du #Gouvernement français 
www.gouvernement.fr

#Coronavi... CCC #5 Apprentis... pass Culture Change N... CCC #1



Monitor your local Facebook Groups to get insight into the needs of your community

Nome COVID-19
Community Support
Group

Public group

About

Discussion

Members

Events

Videos

Photos

Search this group

 **Denise Garrison**
15 hrs

7 or so kids hanging out on Hanson's handicap ramp. 

 29

50 Comments 2 Shares

 **John Bioff** shared a link.
21 hrs

Donny and Neil, and anyone else who has the Governor's ear, please push for a state wide shelter in place order right now. Read on here, we have a window that is going to close fast.....<https://www.adn.com/opinions/editorials/2020/03/24/listen-to-the-doctors-alaska-needs-a-travel-ban-shelter-in-place-order/>

 **Jessica Farley** shared a link.
March 23 at 6:33 PM

Here are the City of Nome's new emergency orders. I'll post my questions in the comments.

A black silhouette of an owl's head with white eyes, positioned in the bottom right corner of the slide.

Any response is better than no response



Ames Miller City of Sydney how will we apply for permits please? Hospital staff in need of this lovely kind flexibility please!

Like · Reply · 45m



 Author

City of Sydney  Hi Ames

We're just finalising a few things for this and will have an update in the next few days.

Like · Reply · 40m · Edited



Ames Miller City of Sydney thank you so much! This will remove so much pressure, both mentally and financially. Thank you again for your support!!

Like · Reply · 39m

City of Sydney
acknowledging a
citizen's question



Align messaging across all levels of government



Total engagement:

- 22,350 likes
- 615 comments



Maintain trust by dispelling misinformation

1

Focus on getting retweets

2

Monitor local support groups on social to identify issues before they escalate

3

Ensure consistent messaging by implementing tighter internal controls for digital publishing





REMEMBER

**In this time of uncertainty,
you should:**

- Help protect social connections
- Maintain trust by dispelling misinformation



Thank you

