How Governments are Managing COVID-19 on Social

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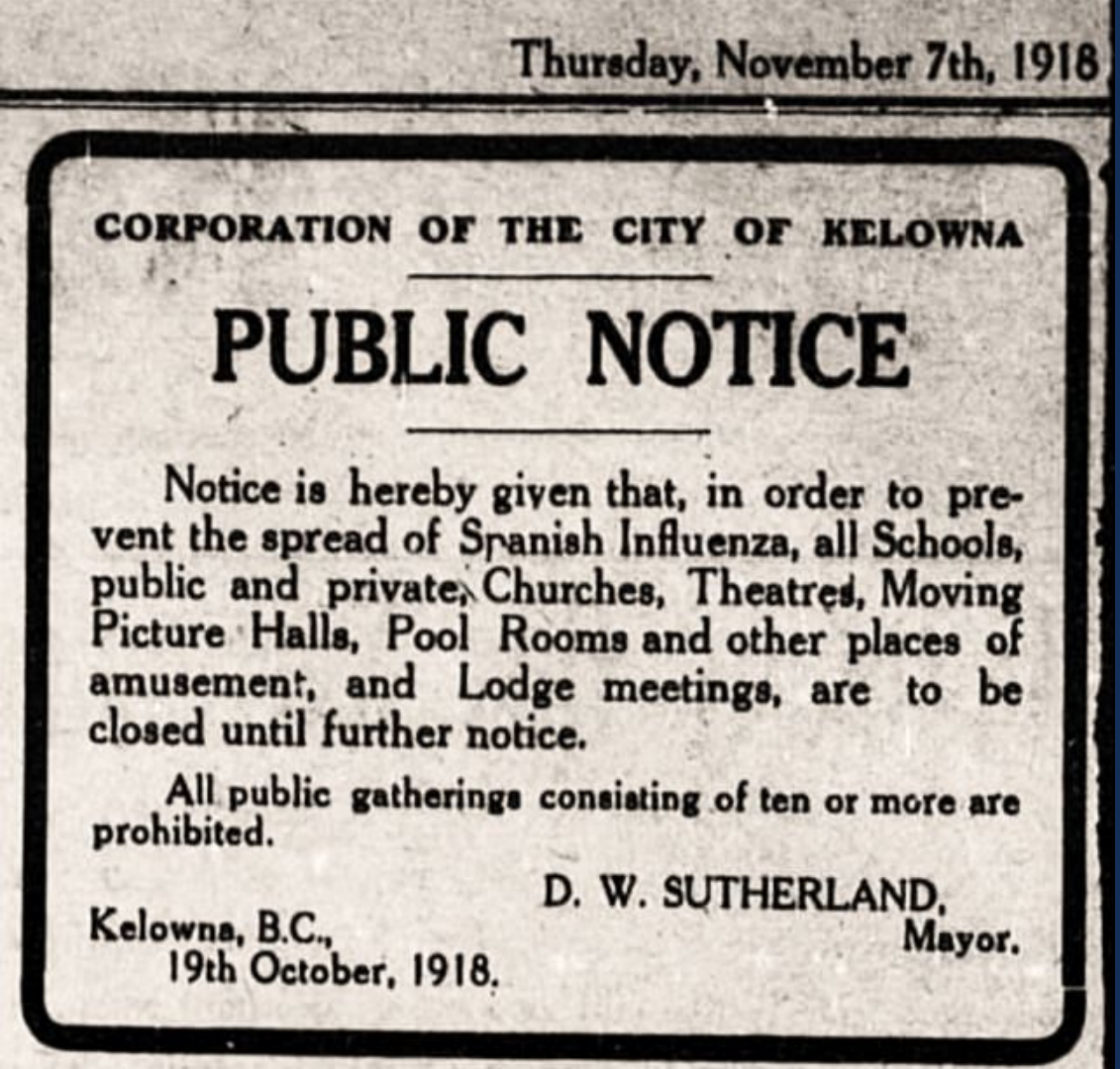
How COVID-19 is affecting the world



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 occured 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.

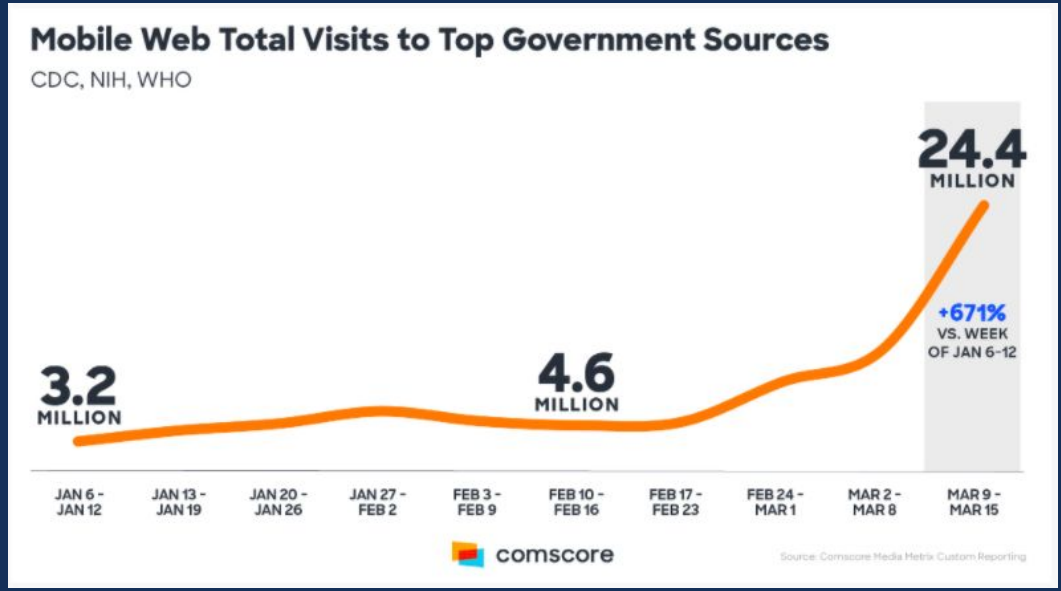
Source: Adweek

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

“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

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

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

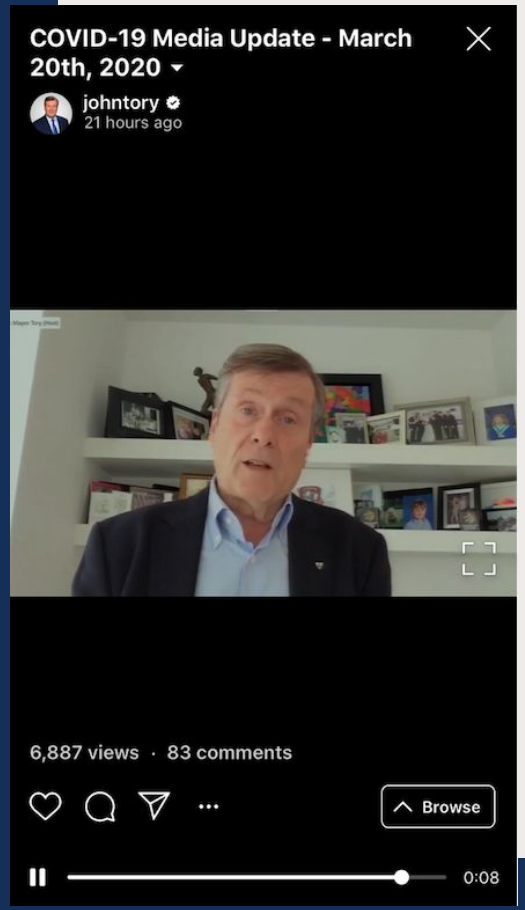
When your constituents feel good, they are

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

5,832 likes **150 comments**

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

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

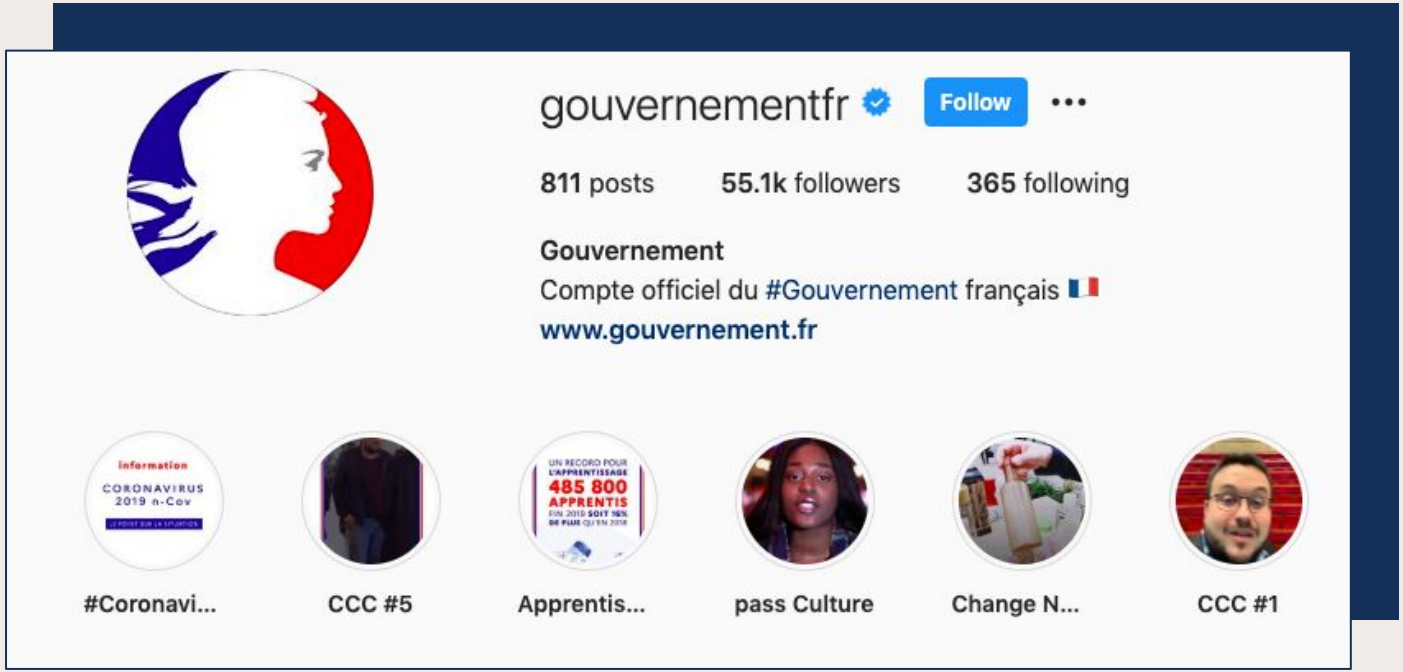
Get more RTs by:

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

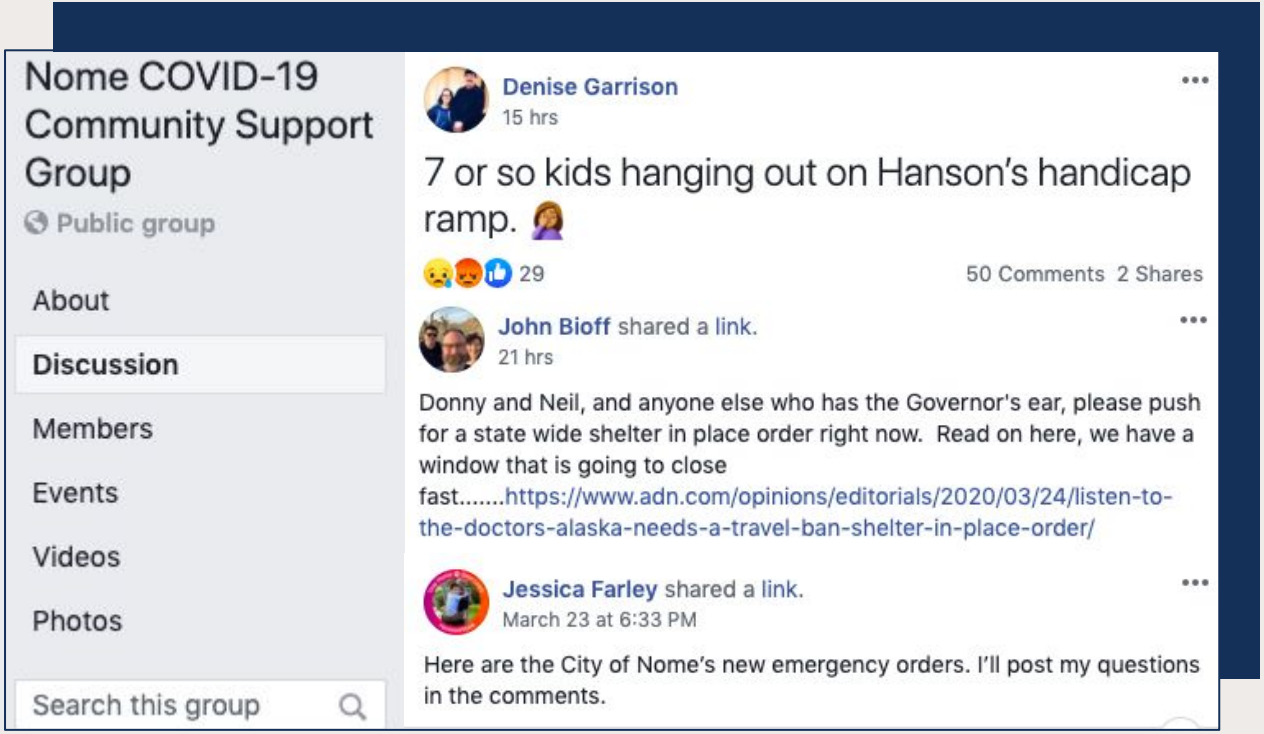
Ensure your message is reaching the most people through ads

Continue to encourage retweets

Provide a hub of centralized coronavirus information



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



Any response is better than no response

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