

Tips to Handle the **Surge to Social**

Tips to handle the surge to social

As updates about COVID-19 continue to come to light, many of us are trying to wrap our minds around how to navigate this new landscape. There are numerous obstacles brands have to navigate, many for the first time. What content should we publish? Should we publish any content at all? How do we stay on top of evolving trends? What processes can help us effectively scale our social media management?

Members of the Khoros Strategic Services team recently hosted an “Ask an Expert” webinar to answer some of the most frequently asked questions we are receiving. If you missed the webinar, you can view a recording of it [here](#). In the meantime, we have compiled several recommendations and best practices to consider.





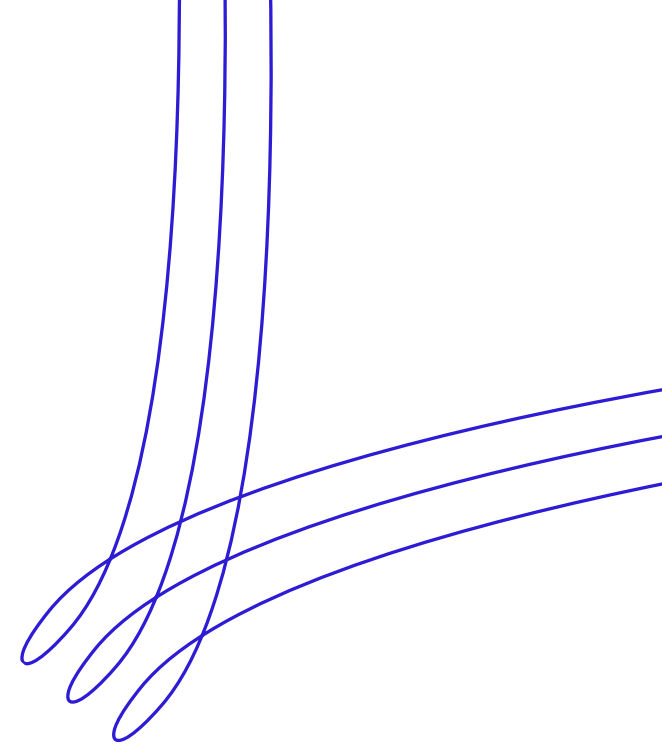
ASK YOUR CUSTOMERS WHAT THEY WANT.

Nobody has experienced a crisis like this before, including your customers. You can test different types of content to see what resonates with them, or you can just ask them how you as a brand can best support them during this time. [Glossier](#) and other major brands are doing just that.



DON'T PAUSE PUBLISHING.

Techcrunch, Emarketer and the WSJ have reported major increases of users on social media. They're looking not just for information, but for connection and entertainment. There has been a 70% increase in traffic on Facebook owned apps, a 23%+ increase on Twitter, and a 30%+ increase on Pinterest. Be there for your customers, because that's where they are right now.





BE MINDFUL ABOUT YOUR PAID CONTENT.

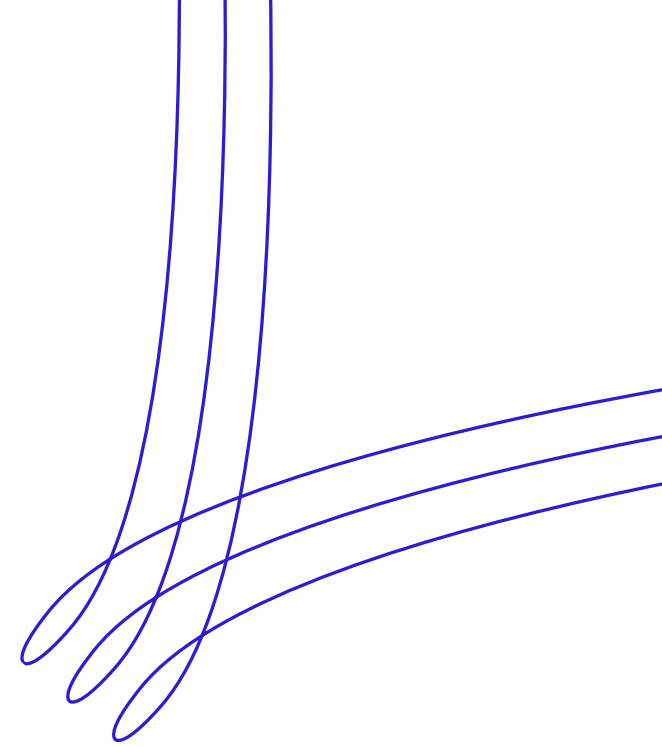
It's important to be sensitive to your community when considering paid social media content. Listening is key. You don't want to stumble into a crisis within a crisis by being seen as capitalizing on the pandemic. Before deciding whether you should go forward with ad spend, ask yourself: Is this content helpful for a community at risk or in isolation? Are we being sensitive to the issues the community is experiencing? Is the product or service I'm advertising going to be widely available? Do we have advertising running outside of social media?



DO DAILY HIGH-LEVEL LISTENING CHECKS.

As the pandemic continues, we probably won't see any major changes in day-to-day life without a major announcement. Monitor your industry or topic every day for major fluctuations. You can also use the alerts function in Intelligence to send yourself a notification for any significant shifts in volume or a daily email summary rather than logging into the platform.

For an overall look at trending conversations related to COVID-19, check out our real-time [tracker](#), which we've made available to the public.





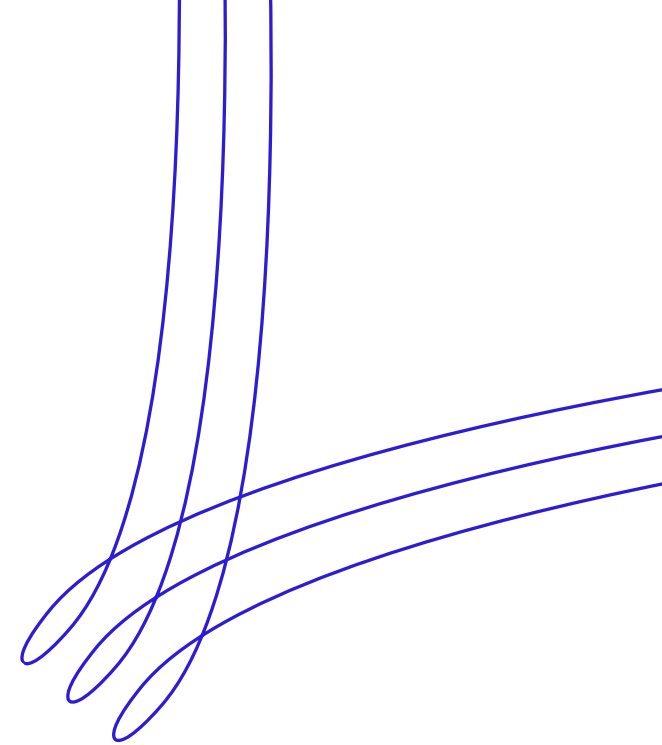
PRIORITIZE YOUR CARE QUEUES AND BE EMPATHETIC.

Prioritizing your care queues to focus on pressing and sensitive questions first will be key in helping teams get through high volumes efficiently and effectively. When dealing with these sensitive comments, remember that now more than ever it's important to be empathetic with your community. A heated comment could be coming from someone who has a loved one that is affected. Sometimes you have no idea what's driving the other end of the conversation so it's important to be thoughtful. Likewise, if you're a care center supervisor, make sure your agents have all the resources they need to feel safe at home. It's important to be transparent when possible — to avoid canned responses and be honest and human.



COLLABORATE WITH CROSS FUNCTIONAL TEAMS.

Every team's actions have a ripple effect across your organization so it's crucial that all teams communicate with each other often, especially during a crisis. The content that marketing publishes drives care volume and comment trends, so marketing should arm care with messaging and a content calendar. You represent your brand with each response on social media, whether it's a post, a comment, or a direct message. These responses can have legal implications, so if your care team receives a sensitive item they're not sure how to handle, they should loop in other teams such as PR or legal.



How Khoros can help

From working as an extension of your team on that special project to ongoing support, Khoros has deep expertise in community management, paid social, analytics, and content — all ladder up to creating holistic, ROI-driving strategic solutions.

Get in Touch

COVID-19 Marketing Strategy & Community Moderation Best Practices

Understand how to best tailor your content and community management approach for customers and audiences during the COVID-19 crisis.

Watch the Webinar