

SOCIAL MEDIA TIPS AND TRICKS

~ Social Media for Uncertain Times ~

During natural disasters, pandemics, or crises, often times social media takes a back seat to the more crucial parts of business. Instead, use this time to reset, reevaluate, and recharge your efforts to help social media spread your important messages.

YOUR CHANNELS

Focus on the channels where your customers are looking for information. You don't have to spread yourself over every channel. Be purposeful and consistent on the few you want and should focus on!

ANALYTICS MATTER

You must know your numbers. If not, you won't be able to identify what is working (and what is not). You should know the best time to post, demographics, types of posts, and what images and messages resonate at this time.

PURPOSE

Ask yourself before you schedule each post, WHY!? What is the purpose of the post? To engage, inform, entertain, sell? Or, is it because you need something to post? Utilize a good mix of different types of posts for maximum exposure.

BE HUMAN

The words we choose during difficult times, can make all the difference. Are you exuding calm, understanding, patience, using real emotion, and taking others into consideration? Be the place where people come for comfort and real connections.

PATIENCE

Everyone is at different comfort levels in dealing with safety, sanitation, reopenings, and social situations. Avoid the terms Hurry, Last Chance, Final Day, and Don't Miss Out. Give your customers time to adjust and evaluate what works for them, without pressure.

COMPASSION

Your customers are in a very different place than when this started. Some have lost jobs, now work from home, are essential and have to work, have been sick, or are lonely, tired, isolated, or bored. Don't assume you know anyone's situation. Be Kind.

OVERCOMMUNICATE

Any and every time a change in hours, days, available products, inventory, menus, etc. occurs, make sure you post it on all your channels AND your website. This also includes emails! Nothing is more frustrating to a customer than incorrect information. Have a checklist of all the places to update and use each time.



CUVEE MARKETING

INFO PROVIDED BY CUVEE MARKETING

| 916-412-6142 | rebecca@cuveemarketing.com |