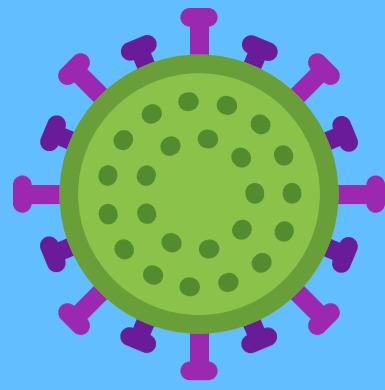


7 Social Media Tips For Dealing with COVID-19



1 Aim for timely, personal and empathetic responses.

Immediacy calms nerves but if those responses are canned, you risk driving escalating frustration. Individuals are looking for compassion in this sea of uncertainty.



2 Use video liberally.

Short video clips from executives, clinicians, and staff can help alleviate anxiety. Don't make a production out of it - quick iPhone video or a simple FaceTime interview works.

2

3 Watch for inappropriate interaction on posts.

As the number of cases have increased, we have seen a rise in aggressive comments on posts, both new and old. Enforce your social media guidelines as appropriate.



4 Review scheduled content and ads.

Do you have future posts about Spring Break safety or upcoming events that are no longer relevant? Make sure all content is sensitive to the current situation.

4

5 Monitor visitor posts on your page.

Fake test kits, marked-up hand sanitizer, and false data are just a few of the things you can expect. Make sure the public is not seeing these posts on your page.



6 Think beyond COVID-19 specific communications.

What do expectant (and anxious) moms need to know as their delivery date nears? What about PT and cardiac rehab patients who will be missing appointments?

6

7 Evaluate posting style and frequency.

Keep it simple and easy. Find a graphic to convey the key message then link to more detail. Consider a scheduled update each day to avoid information overload.

