

# Social Media Brand Communication During the COVID-19 Crisis

## Stick To The Facts

Do Not, under any circumstances, spread false information or rumors. There is quite a bit of misinformation circulating on the internet. It's important to stay informed by following reputable sources. Remember that your business is your mouthpiece to the world. Know the difference between a personal account and a business account.

## Understand That Now is Not the Time for People to Visit

Just because visitors aren't here, doesn't mean they aren't planning for the future. Assure them that when this all clears, you will be ready to welcome them back.

[Click here for an example from Explore Whitefish.](#)

## Don't Make Light of the Situation

Remain sensitive and stay real. This is not an opportunity to offer Coronavirus specials.

## Engage With Your Customers

- Ask them to leave a review on Google or Facebook.
- Respond to inquiries or concerns quickly.
- Show a human side.

## Consider Your Audience

- Locals: Here now; short-term tactics
- Visitors: Future; long-term planning

## Build Brand Awareness

Keep communicating. Use this as an opportunity to build brand awareness. Time spent online is rising and people are looking for distractions. Share stories and images about the creation of your business. Share highlights and memories that you've gained over the years. Give a virtual tour of your space. Showcase different products or services that you offer. Get creative.



For more information and updates on the situation, visit: [www.explorewhitefish.com](http://www.explorewhitefish.com)