COVID – 19

Executive Social Media Recommendations

Executive Social Media

COVID-19 will continue to dominate headlines for the foreseeable future and will require frequent updates to employees and other key stakeholders about company priorities (#1 = employee safety and well-being) as well as policies and performance. Employees are looking to leaders for insights and assurance in this time of great uncertainty. As such, leaders need to step up and lead now more than ever. This situation isn't going to end in the foreseeable future and employees/key stakeholders see tremendous value (and comfort) in hearing from company leaders. That said, executives should still proceed with caution and communicate their plans with their PR/communications teams and/or COVID-19 Task Force before publishing.

As a leader, if you do post, you should be:

- **Compassionate:** Recognize the impact and effect on employees, customers and individuals around the globe, either directly or indirectly.
- **Direct and transparent:** Clearly outline the steps and efforts of the company.
- **Personal and Humble:** Executives should take ownership of their own initiatives, but direct the audience back to public health experts whenever possible.

If your organization has given you express permission to communicate on behalf of your organization with regards to COVID-19, here is some topline guidance:

- Don't make all of your posts about COVID-19. Share stories about people within the organization that are doing great work or are giving back to the community. Continue to celebrate major milestones and moments (individuals, product teams, divisions, and company-wide). Use executive social channels to let key stakeholders know that you care, you're here for them and you appreciate them.
- Discuss policies the company is implementing to help their employees and customers, and to ensure business continuity for the organization.
- Communicate about anything externally relevant/appropriate that the company is doing to help employees, its customers and/or the community.
- Instill confidence by letting audiences know that while this is a very serious issue, the business will persevere and is taking every step necessary to safeguard the company and its stakeholders for the future.
- Look for ways to help employees with both work and non-work related needs by providing them with resources, programs, etc.
- Have a forward-looking focus on the business and the ways it is continuing to innovate to help people.
- Avoid scheduling content. Re-evaluate whether your content is still appropriate before posting manually daily.

We're seeing content that generally falls into these buckets:

- What the company is doing to support employees.
- How the company is supporting remote working (tools, resources being made publicly available).
- Philanthropic efforts.
- Efforts to create a safe environment for customers.

Ensure you have all the appropriate approvals necessary within your organization before publishing.

FHR

Executive Social Media

Here are some social media pitfalls to avoid:

- Do not use this crisis as an opportunity to promote something that doesn't help your communities in some way.
  - ◇ Tips from Twitter: https://www.prweek.com/article/1676826/advice-twitter-to-not-to-tweet-during-coronavirus
- Be hyper-sensitive about anything you share or even "like" on social media.
- Avoid sharing/engaging with content that uses humour, sarcasm, criticism of policymakers or other countries, or any other content that may polarize your audience.
- Given the social distancing movement, it's advisable to not post photos or videos of large groups of people.

FHR is Here to Support

FHR's Social & Innovation team can help clients with:

- Counsel on and help developing social escalation processes, documentation, and scenario planning workshops.
- Social listening for your organization and competitors as related to COVID-19 conversation.
- Daily reports on COVID-19 and how organizations are responding on social media.
- Contingency planning for events, conferences or launches (content strategy planning).
- Content creation and amplification support (including paid social programs targeted to your key target audiences).
- Influencer engagement, management and activation.
- Social executive support (strategy and content creation).

Questions? Please reach out to:

Jennifer Atkinson

SVP & Partner, Reputation
Jennifer.Atkinson@fhhighroad.com

FHR