

A scenic view of a lake with a forested shoreline and a small boat in the distance. The water is a vibrant blue-green, and the sky is a clear, bright blue. A dense forest of evergreen trees lines the shore, and a small boat with two people is visible in the middle ground. The overall atmosphere is peaceful and natural.

**TRAVEL**

**OREGON**

**COVID-19 SENTIMENT ANALYSIS**  
**SUMMARY AND RECOMMENDATIONS**

APRIL 3, 2020

# METHODOLOGY

*Travel Oregon's social media agency Sparkloft Media is conducting ongoing social sentiment analysis to gauge global (and Oregon) conversations on the spread of COVID-19.*

*Data sources: publicly available social media data (Twitter, blogs, review sites, etc. Limited – Instagram and Facebook due to privacy)*

*We used a variety of keywords\* to filter conversations. The data was directly pulled from platforms and analyzed through machine learning. The data is then categorized as positive, negative or neutral.*

*\* Keywords were based on top search keywords, our own keyword research and trending topics.*

# SUMMARY AND RECOMMENDATIONS

# SUMMARY OF CONVERSATIONS

## (MARCH-APRIL)

- ✓ After conversations about closures peaked in mid-March, people have settled into the new normal of working from home, distance learning, quarantine restrictions and everything being cancelled.
- ✓ As we head into April, there is stress over the unsettling reality that this crisis will last more than 2 weeks. This has tempered any positive conversations about the novelty of quarantine. Factors that are driving this are: the spike in cases, mounting death toll, shortage of tests and protective gear for healthcare workers and a rapid increase in the unemployment rate.
- ✓ Stories highlighting community resiliency, people coming together and a sense of gratitude for the medical community and frontline workers, continue to be shared at increasing rates.

# STRATEGIC RECOMMENDATIONS

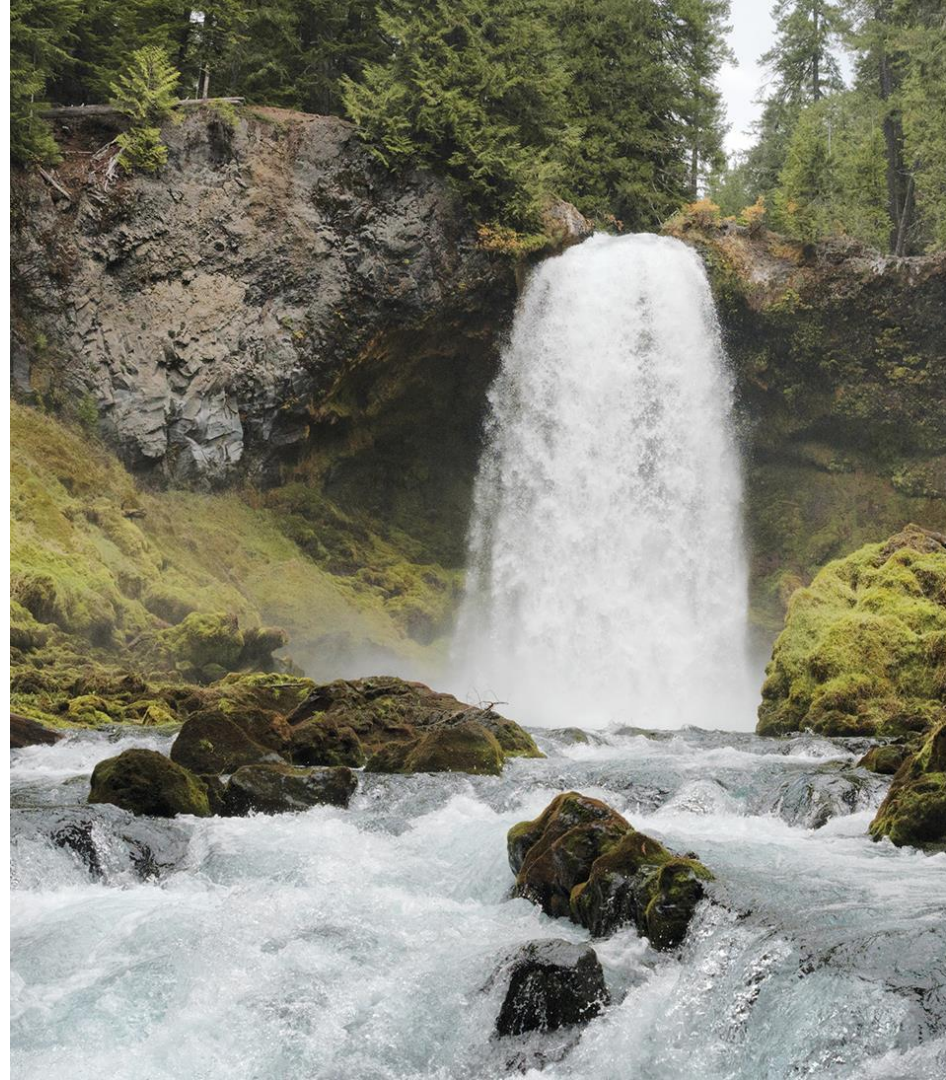
- ✓ Based on the sentiment and the stage of the COVID-19 crisis, we are currently in the “Active Crisis Messaging” stage of messaging.





# STRATEGIC RECOMMENDATIONS

- ✓ **Empathy & Sensitivity:** Display empathy and an increased sensitivity towards the impact of COVID-19. Investigate the personal impact the crisis is having on your employees and community. Identify how people are feeling and what they need, then create or promote programs that provide relief.
- ✓ **Community Resource:** Continue to share accurate, timely public safety and health messages from authoritative sources. People want to know what specific policies mean for their way of life.





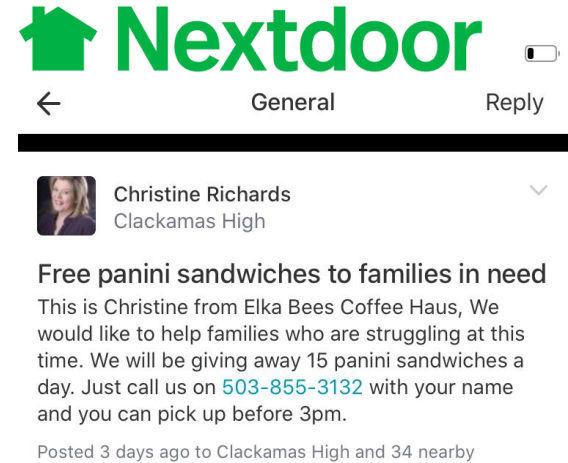
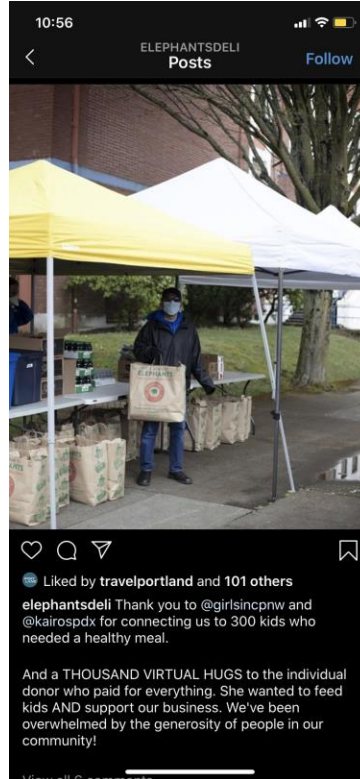
# STRATEGIC RECOMMENDATIONS

- ✓ **Resiliency and Positivity:** We're all craving stories celebrating the best in humanity: healthcare heroes, essential service employees and others who are banding together to help their fellow humans. Endorse and share content from others, especially local businesses, media or community leaders. Tell a full range of community stories to emphasize unity and civic pride.
- ✓ **Escape:** The information overload has left consumers looking for long-format, gentle content. They are checking in with you less often, but when they do, they are looking for a relaxing, gentle escape.



# CONTENT EXAMPLES

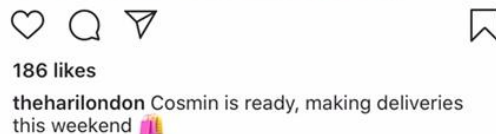
## EMPATHY





# CONTENT EXAMPLES

## COMMUNITY RESOURCE



# CONTENT EXAMPLES

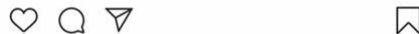
## RESILIENCY + POSITIVITY



Liked by and 2,031 others

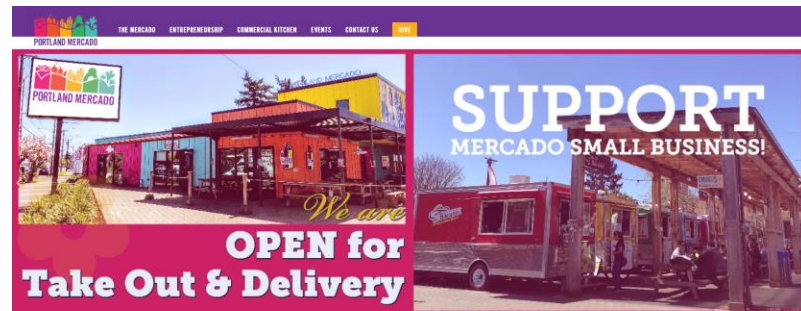
**10barrelbrewing** Special thanks to all the medical staff, charity organizations, and first responders keeping us safe during these crazy times! ❤️ We love you and would totally give you a hug right now if we could!

[View all 36 comments](#)



Liked by and 978 others

**travelportland** To everyone on the front lines making sure we all have access to the necessities during this difficult time ... THANK YOU! 🙏 #PortlandTogether



Visit Seattle

March 16 at 5:06 PM · 🌐

#WeGotThisSeattle

VISIT  
seattle

Engagements.  
Weddings.  
Baby showers.  
Promotions.  
Graduations.

We lean on the hospitality industry through the most important moments of our lives.


**Now, it's their turn to lean on us.**

Please support our restaurants, hotels, arts & cultural organizations, and local retailers when they need us most.

Seattle is our home. We're in this together.

# CONTENT EXAMPLES

## ESCAPE

EXPLORE NASHVILLE   THINGS TO DO   PLAN A TRIP


### UPCOMING CONCERTS

Nashville has more live music performances each month than one person can handle. See which upcoming concerts you want to attend or plan ahead by looking at all the concerts happening throughout the year.

#### VIRTUAL CONCERTS

It's a strange time when you can't hear live music pumping out of all the clubs in Music City. But we adapt! From their homes to yours Nashville artists are livestreaming concerts so you can still feel the music - safely at home.

This is Music City. The music is in us. And we always find a way to share it with the world.



oregoncoastaquarium





 Liked by dhawes22 and 1,332 others

**oregoncoastaquarium** HEY! Gus wants to remind you guys that while we are closed you can keep up with our otters, aviary, and open sea with our live cameras at [aquarium.org/live-cameras](https://aquarium.org/live-cameras). 📹 🌊

Oregon Museum of Science and Industry (OMSI)



APR 14

### Virtual Science Pub: Physics

Public · Hosted by Oregon Museum of Science and Industry (OMSI)



Tuesday, April 14, 2020 at 12 PM – 2 PM

Facebook Live [Show Map](#)

#### Details

The World According to Physics with Jim Al-Khalili, PhD, Quantum Physicist, NY Times Bestselling Author and BBC Television Presenter

April 14, 2020 | Virtual Edition | 12:00-2:00PM | \$5 suggested donation (<https://omsisciencepub.square.site/>)

Dr. Al-Khalili lives in the UK so we will be hosting this event at noon to accommodate the time difference.

Are we approaching the end of physics, when the rich tapestry of the universe will be revealed to us in a "theory of everything," or are physicists stuck in a rut waiting for the next Einstein to come along? Where does theoretical physics stand at the dawn of the third decade of the 21st