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
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.

- **ACTIVE CRISIS MESSAGING**
  The crisis escalates and begins to impact brand channels. Sentiment spikes negative, influx of questions about the crisis, regular messaging becomes tone-deaf.

- **MESSAGING FOR “NEW NORMAL”**
  The crisis is not over but conversation about it plateaus as we enter a “new normal.” While questions and some negative sentiment remains, fans look for an escape or distraction.

- **RECOVERY**
  The impact of the crisis subsides, positive sentiment increases while crisis questions decrease. Followers are ready to be reactivated.

- **BACK TO BUSINESS**
  Conversations about the crisis significantly dissipate. Social interactions and sentiment return to normal levels.
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.

[Examples: TO’s COVID-19 Content Calendar]
CONTENT EXAMPLES

EMPATHY

travelsalem
Salem, Oregon

travelsalem We're here for you. During these tough times, remember to stay optimistic, healthy and know that there will be brighter days ahead, we can all get through this together! #SalemIsMOPO #TravelSalem

JoJo_PDX
10:48

jojo.pdx here’s a little update: thanks to some borkers generosity, we have raised over $7k so far, this will enable us to continue providing free food the the next little while. the more you donate, the longer we can keep this up! venmo @justin-hiltn

Elephant's Deli
10:56

generous donors

wait times aren't short! we are cooking all the food to order because free food should be good food, bring a book or something and stay the hell away from each other

sell outs are possible so check this ig for a heads up

it's not a one-person, one sandwich kind of deal. if you're picking up for a family or something, order what you need! we are on the honor system and lastly, love u

View all 82 comments

Nextdoor

Christine Richards
Clackamas High

Free panini sandwiches to families in need
This is Christine from Elka Bees Coffee Haus. We would like to help families who are struggling at this time. We will be giving away 15 panini sandwiches a day. Just call us on 503-856-3132 with your name and you can pick up before 3pm.

Posted 3 days ago to Clackamas High and 34 nearby
CONTENT EXAMPLES
COMMUNITY RESOURCE

STAY HOME. SAVE LIVES.

DO:
• Stay home as much as possible (kids, too).
• Stay at least 6 feet away from others any time you are out.
• Go out only for essentials (groceries, medical care).
• Exercise outside (hiking, biking) only if you can be 6 feet apart from others.
• Have video and phone chats.
• Drop food off to neighbors who can’t go out.

traveloregon

theharilondon
Belgravia

teabar
Grocery stores are packed right so we want to bring some essentials closer to our neighbors here in the Pearl! 100% of marketplace profits will go to @mealsonwheelsamerica. At @teabar Pearl you can now find a variety of pasta, pesto, olive oil, canned beans, @bobsredmill chia seeds & flax seeds, @oaty, @upperleftroasters coffee, @groundbreakingbread mix, @grounduppdx two best-selling flavors, @noraskitchengranola, @jacobsonshoney, @jacobsonsaltco @manaislepeppers, @pacificfoods chicken and veggie broth, @matiz_restaurante sardines and more

254 likes

186 likes

traveloregon Today @oregongovbrown tightened social distancing measures to slow the spread of COVID-19. This means every person needs to remain at their place of residence except for essential travel.
CONTENT EXAMPLES
RESILIENCY + POSITIVITY

10barrelbrewing

Grocery Green Zebra

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


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