

LET'S GET SOCIAL: STRATEGIZING YOUR PLATFORMS FOR COVID-19

SEPTEMBER 2020

SP/RKLOFT

YOUR HOSTS



SACHIE
CONTENT + DIGITAL
COMMUNITY MANAGER



ERIKA
SOCIAL MEDIA
STRATEGIST



SPARKLOFT IS A **SOCIAL-FIRST** CREATIVE AGENCY.

WE DRIVE **GROWTH THROUGH ENGAGEMENT.**

WHAT TO EXPECT



Who are the current consumers?



How is consumer travel behavior shifting?

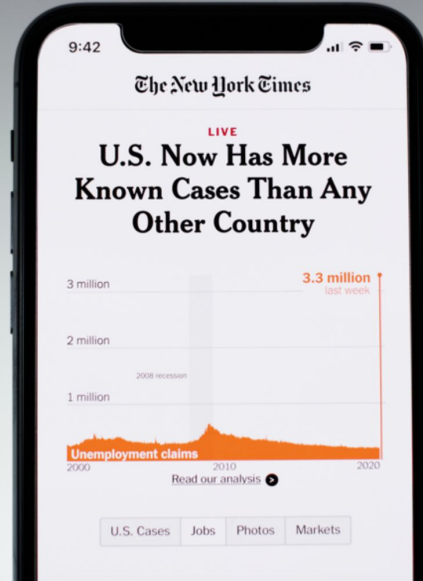
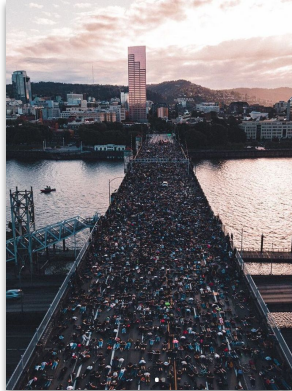


Where can you adapt your social media efforts in response to COVID-19?



What can you do today to improve your social channels?

THE WORLD IS
DIFFERENT NOW



EFFECTIVE JULY 24

BUILDING A SAFE AND STRONG OREGON

NEW STATEWIDE RULES

Face coverings are required for ages 5 and up

Face coverings are required when exercising indoors, plus outdoors when you can't physically distance

Capacity limit for restaurants, gyms, venues (e.g. concert halls, movie theaters) is reduced to 100 people indoors.

Bars and restaurants must close at 10pm statewide, regardless of phase



THE NEW CONSUMERS

WHO THEY ARE + WHAT THEY ARE LOOKING FOR

SP/RKLOFT

CONSUMERS HAVE FUNDAMENTALLY CHANGED

CONSUMERS...

- ...are anxious
- ...are frustrated
- ...face economic uncertainty

CONSUMERS HAVE LEARNED NEW BEHAVIORS

- Ordering restaurant food at home
- Buying groceries everything online
- Streaming live events (music, art, sports)
- Working out from home

WHAT IT CAN MEAN FOR THE TRAVEL INDUSTRY

- Zoom call instead of business trip?
- Conventions and meetings going virtual?
- Family vacation traditions “unlearned”?
- Non-traditional forms of tourism developing?



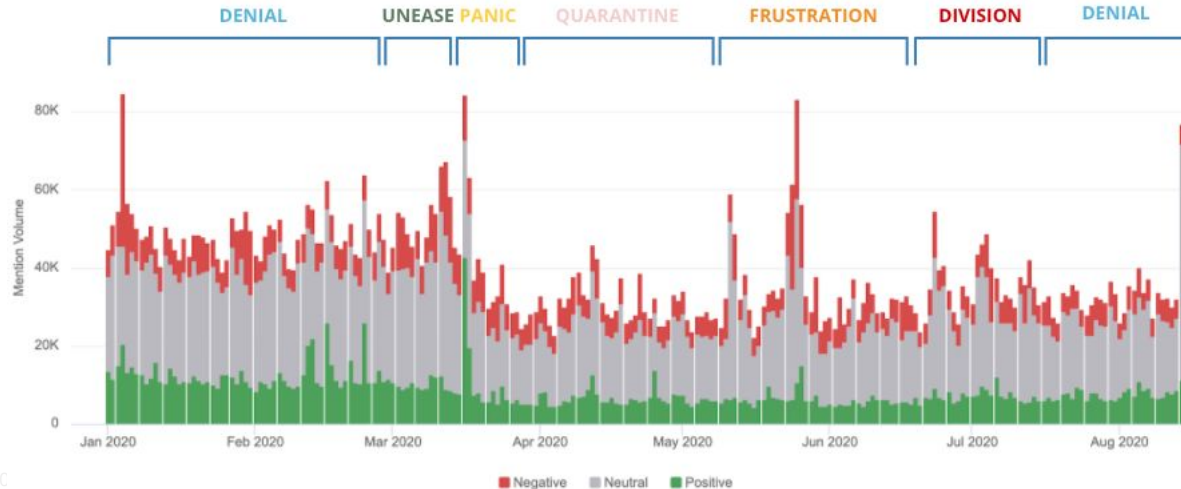
TRAVEL IS MORE EMOTIONAL THAN EVER

HOW AUDIENCES ARE RESPONDING

- As domestic travel rebounds, emotions are dictating how consumers get up and go
- Booking cycles are shorter
- Health and safety, finances and political climates are a few of the factors impacting where consumers go, how they book and experience a new destination
- Experiences have become more private (travel shaming)
- Americans crave the emotional benefits of travel

TRACKING DOMESTIC TRAVEL INTENT

Domestic travel conversation volume increases with more available opportunities and options as travel bans lessen



TRAVEL IS NOW A PRIVILEGE FOR HEALTHY + FINANCIALLY SECURE

JULY 2020 FINANCIAL OUTLOOK

Financial perspectives among U.S. consumers

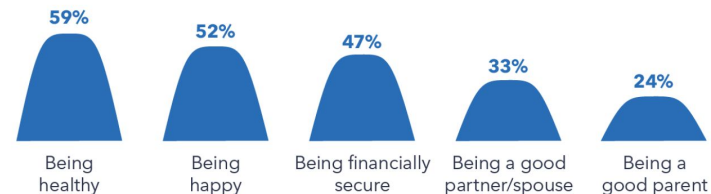
% of U.S. internet users who would describe their current financial situation as the following



JULY 2020 VALUES + PRIORITIES

Hopes and aspirations of U.S. consumers

% of U.S. internet users who say the following is a top hope or aspiration right now



The New U.S. Consumer Mindset, GlobalWebIndex, July 17, 2020

WHAT EVERYONE WAS TALKING ABOUT

JUNE 17 *The Coming Urban Exodus*

JULY 30 RV sales are booming as vacationers take to the roads

AUG 14 Shhh! We're Heading Off on Vacation

AUG 14 **People Slowly Begin Traveling Again**

AUG 25 How to decide if you should fly home for the holidays, starting now

AUG 29 **Gov. Ron DeSantis encourages tourists to fly to Florida on commercial flights**

MEET YOUR MOST ELIGIBLE TRAVELERS



OPPORTUNISTIC: Conducting extensive research, planning and contingency planning, these travelers book as soon as timing and value align.

NEED: Flexibility

WHERE THEY ARE GOING: Destinations with similar case counts and safety protocols to their home.



BURNED-OUT: Pushed to the brink with their personal situations, these travelers believe a benefit from change of scenery outweighs the risk.

NEED: Convenience

WHERE THEY ARE GOING: Destinations with ease of booking and availability.



DETERMINED: These travelers believe they should decide for themselves where and how they move throughout the world.

NEED: Freedom

WHERE THEY ARE GOING: Destinations with the fewest restrictions.

BE STRATEGIC

STRATEGICALLY NAVIGATING TIMES OF ADVERSITY

SP/RKLOFT

A STRATEGIC APPROACH

YOUR AUDIENCE

Identify your target audience and understand the unique role your brand plays in people's lives.

YOUR CONTENT

Tailor content and messages to target audiences, to maintain relevance.

SUCCESS ON SOCIAL MEDIA

YOUR COMMUNITY

Interacting with engaged users has both immediate and long-term benefits by positioning your brand as authentic + trustworthy.

YOUR GOALS

Establish social media goals that align with your business objectives. Track success and optimize based on your learnings.

RISING SOCIAL TRENDS



MOBILE ENTERTAINMENT

- Mobile-first video content is on the rise with IGTV gaining traction in 2020 and Snap Originals planning an expansion in 2021
- Video content, especially informative videos, are the most popular and engaging forms of content i.e. TikTok + Reels
- Create content that is made for vertical consumption



DIGITAL COMMUNITY

- The pandemic has largely changed accessibility to experiences and users expect brands to adapt
- Exclusive content for digital followers keeps them engaged while they are unable to visit
- Live streaming or content series that keep users coming back for more will be important to digital community



SEAMLESS EXPERIENCES

- Instagram and Pinterest have already shown how shopping is possible through social media
- As Gen Z rises into buying power, they will have little patience for clunky digital experiences
- Utilize native features to provide further information, booking, etc. for highest yield



VIRTUAL EVENTS

- All large-scale events, including live music, conferences and tradeshows, were canceled due to the pandemic. In their place, brands pivoted to be completely virtual to meet consumer needs
- With a vaccine on the horizon, tourism + hospitality industries should explore virtual or hybrid ways to cater to new-age networking to inspire attendance



AUGMENTED REALITY

- AR's accessibility continues to convert more users for both practicality and fun
- With COVID limiting on-the-ground production, AR and virtual experiences offer new opportunities
- The accessibility of Facebook's [Spark Studio](#) has made filters an essential social media marketing tactic

Adapt messaging.

PRIORITIZE KEY MESSAGES



BE TACTFUL + SENSITIVE

Make sure to strike a balance of inspirational and informational content across your social channels. Be mindful of the current climate to ensure your messaging doesn't appear tone deaf or out-of-touch.

IDEAS

- Monitor health + safety protocols
- Monitor sentiment on channels
- Plan out your content
- Share reputable resources



ENGAGEMENT RULES ALL

People are going to remember brands that engaged + entertained during times of crisis. We want our social audience to keep us top-of-mind, and continue to remind them about why they love and follow us in the first place.

IDEAS

- Virtual tours
- Relevant itineraries or website content
- Use interactive polls/social features
- Talk to your audience



PROVIDE REASSURANCE

As health + safety continues to be priority for consumers, share what you are doing as a brand, business or destination to keep them safe. With comfort levels varying, reassurance safety will be a large part of the consumer's decision-making process.

IDEAS

- Pin important content to the top of your social channels for ease
- Make business protocols very clear on both social + on your website
- Talk about your offerings often

Update assets.

NEW ASSETS FOR CHANGING TIMES



STAY RELEVANT

COVID-19 is actively impacting our current day-to-day life, and it's important to visually demonstrate how your brand has adapted to Oregon's safety guidelines and to continue to influence users to abide by statewide protocols such as wearing face coverings + practicing social distancing. Diversity is also important.



MANAGING EXPECTATIONS

It's important to ensure your social media channels reflect your current business model. Whether it's a limited menu, take out vs. in-person dining, new check-in policies, or adaptations to business processes, it's imperative you share the latest across your social media channels.



QUALITY VS. QUANTITY

You don't need a robust production team to develop refreshed assets that cater to our new reality. However, it's important to create something eye-catching that resonate to stop them in their feed. Focus on capturing assets that align with your new messaging and feel true to your brand.

NEW ASSETS FOR CHANGING TIMES



Hygienic food practices



Wide-open spaces



Experiences without crowds



Safety protocols



Room to roam



Dining with distance

Share positive stories.

INCREASE STORYTELLING FOR DEEPER ENGAGEMENT

CELEBRATE COMMUNITY + SPREAD JOY

Times are tough. Outside of the ethical and social responsibility we have to share relevant messaging around COVID-19 and during times of crisis, it's important to celebrate your fans, spread positivity, and share meaningful stories.

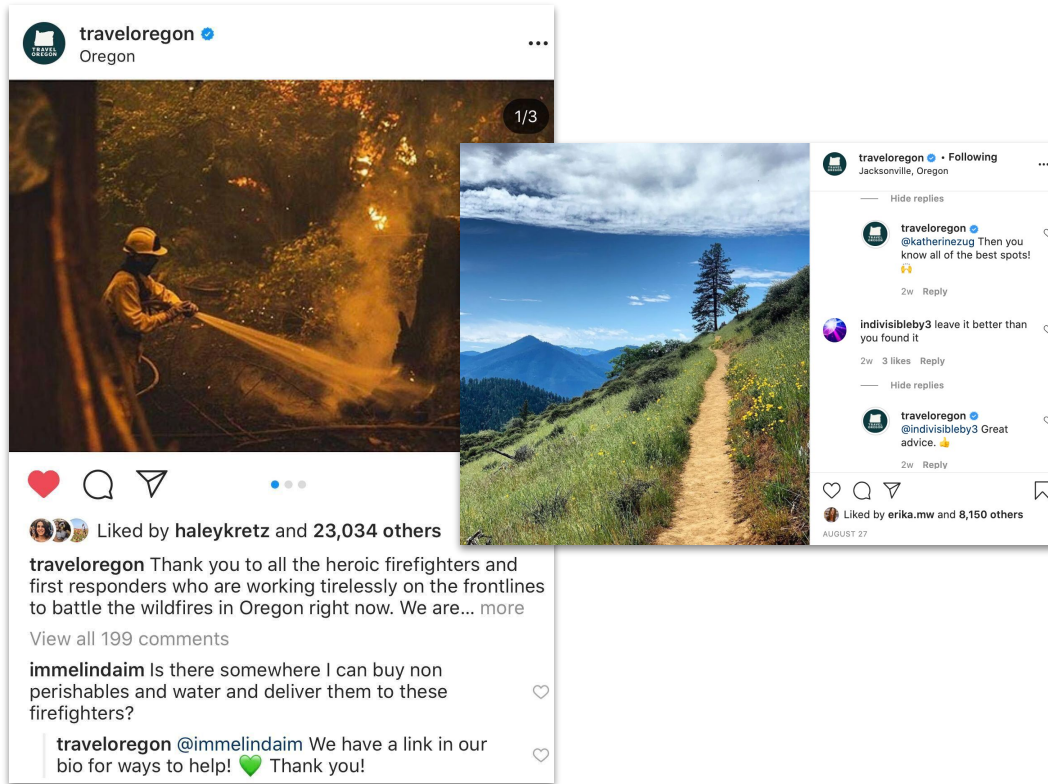
TIPS + TACTICS

- Inspirational itineraries
- Interesting stories about your brand
- Live streams + virtual experiences
- Local business spotlights
- Community resources + support
- Authentic user-generated content
- Inspirational community stories or testimonials



Focus on community.

CONNECT WITH YOUR SOCIAL COMMUNITY



COMMUNITY MANAGEMENT

Taking time to respond and engage with your community is an essential aspect of social media, especially during times of crisis and uncertainty.

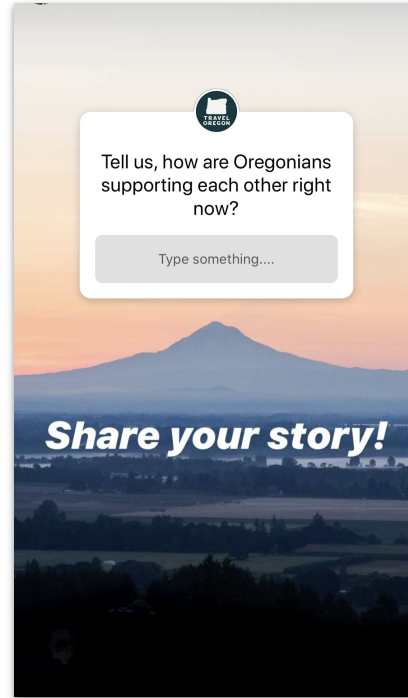
TIPS + TACTICS

- Respond to follower comments and questions
- Respond to direct messages
- Respond with more information + link to official resources
- Identify response priorities + ignore trolls
- Create template responses for FAQs and frequent comments you've been seeing on your channels
- Beyond your active social channels, check on sites like TripAdvisor for reviews, concerns or questions

ADDITIONAL ENGAGEMENT TACTICS

OTHER WAYS TO STAY ENGAGED

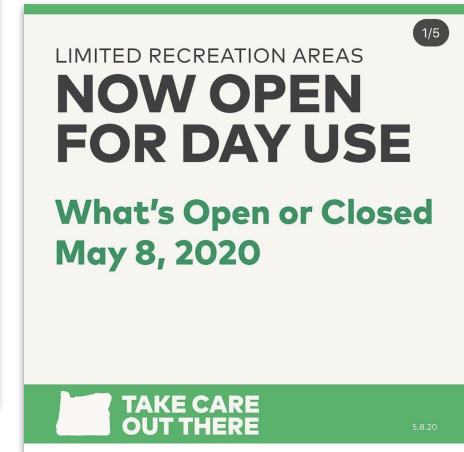
- Reshare high-performing past content pieces (videos, articles) if they align with health + safety guidelines
- Join social trends
- Entertain with trivia, polls, or other interactive features
- Ask people to share past memories + stories
- Showcase nostalgic experiences relative to your brand
- Share how-to's + other experiences (be the expert)
- Go live on social media
- Increase activity on Instagram Stories



INSTAGRAM STORIES



INSPIRING LIVESTREAMS



INFORMATIONAL GRAPHICS

WHAT COMES NEXT

ACTIONABLE ITEMS + KEY TAKEAWAYS

SP/RKLOFT

IMPLICATIONS FOR TRAVEL + TOURISM



Staycations + micro-vacations are on the rise. Short booking windows + [waiving change and cancellation fees](#) will help entice visitors.



Redefined working conditions allow for remote flexibility. With that, comes the non-traditional tourist, lodging, and itinerary options.



Personal investment in the your brand is key and will make visitors more receptive to key travel-related messages.



Those who don't splurge now, will make up for lost time. Consumers will dream of travel luxuries for a future grand getaway.

WHAT CAN YOU DO NOW?



Audit social media channels to ensure messaging + assets are aligned.



Continue to **lean on nostalgia and make emotional appeals** to target audiences to keep the travel dream alive.



Cater to unique travel scenarios and promote offerings **that support new travel habits** in response to COVID-19.



Be hyper-aware of the personal circumstances of your audience.
Examine who is telling your story — in front of and behind the camera.

ACTIONABLE NEXT STEPS

	ADAPT MESSAGING	UPDATE ASSETS	SHARE STORIES	COMMUNITY CARE
THIS WEEK	Audit content across social channels, ensure current messaging is relevant and timely	Audit available assets that promote current safety protocols, business offerings, etc.	Identify stories or authentic content to share across social media	Audit channels and review current community management efforts
THIS MONTH	Map out content in advance. This helps ensure messaging is tactful, balanced and allows you to be nimble for content opportunities	Identify asset gaps + opportunities for improvement Capture or source assets for top priority needs	Develop new content + processes for resharing content as part of overarching community management strategy	Dedicate time to daily community management Prioritize questions + positive engagements through comments + direct messages Review sentiment to optimize + plan future content
THIS QUARTER	Expand planning efforts Outline quarterly content priorities based on the needs and expectations of your audience	Create an ongoing plan for capturing refreshed assets + user-generated content to align with content priorities	Continue to plan ahead for resharing stories and/or create custom content for social media distribution	Review what themes or content pieces garner the highest engagement or positive sentiment Continue to prioritize + optimize month-over-month

STAY IN TOUCH

Sparkloft conducts in-depth research on social media trends, technology changes, and audience insights on an ongoing basis. In our monthly newsletter, State of Social, you'll stay up-to-date on the latest in social media, receive our research for free, and gain key insights on how these changes affect businesses and the world we live in.

[SUBSCRIBE TO THE SPARKLOFT NEWSLETTER](#)

Questions?

THANK YOU

SPARKLOFT

APPENDIX

BEST PRACTICES FOR SUCCESS

SP/RKLOFT



FACEBOOK BEST PRACTICES

PLATFORM STRATEGY

- Promote unique experiences, updates and relevant content
- Share visual stories to connect fans with all the brand has to offer
- Prioritize video content to attract and retain interest

CONTENT

- Video content with social in mind: Long-form content optimized for Facebook Watch and short-form content including GIFs to intrigue prospective and passive fans
- The latest news or trends surrounding the brand
- Popular participation features, like Facebook video polls and tailored CTAs

OBJECTIVES

- Awareness: Impressions
- Interest: Engagement + video views, Story views
- Intent: Website clicks
- Affinity: Followers



INSTAGRAM BEST PRACTICES

PLATFORM STRATEGY

- As traditional engagement declines, introduce more video content (short form and long form)
- Engage with your audience to help followers feel more valued and connected to your brand
- Implement an ad strategy to spread brand awareness or increase sales

CONTENT

- Share a mix of authentic, inspirational and branded high-quality images and video
- Utilize tailored CTAs, a touch of personality and your brand hashtag to foster engagement and create brand affinity
- Cohesive content that spans between Feed, Stories and IGTV

OBJECTIVES

- Awareness: Impressions
- Interest: Engagement, video views
- Affinity + Advocacy: Followers, hashtag use



INSTAGRAM STORIES BEST PRACTICES

PLATFORM STRATEGY

- Engage fans through native features to create affinity
- Keep fans up to date on the latest from the brand
- Create personalization through shareable content
- Share visual stories of the brand with a social POV: Followers can either see themselves in the Story or making the Story themselves

CONTENT

- Mix of produced and in-the-moment content to interest all fans
- Native features to mimic how our fans are using the platform
- Cohesive content that spans between feed, Stories and IGTV
- Secret partner tags allow included users to share your Story, increasing views

OBJECTIVES

- Awareness: Impressions
- Interest: Engagement through native features + video views
- Affinity: 75% retention rate



IGTV BEST PRACTICES

PLATFORM STRATEGY

- Highlight the latest from the brand such as news, behind-the-scenes secrets, etc.
- Lean into fan expectations with longer-form videos

CONTENT

- Vertical-first video is recommended
- 60-second or longer videos that can also be shared as a preview in-feed to boost discoverability among fans
- Series or episodic content is prioritized by IGTV in user feeds
 - Users are automatically served the next video in a series, creating further interest and affinity
- Cohesive content that spans between feed, Stories and IGTV
- IGTV videos can be shared on stories, either directly with a 15-second preview or through a swipe up link
- Instagram Lives can be housed on IGTV after concluding

OBJECTIVES

- Awareness: Impressions
- Interest: Engagement (on feed preview) + video views



TIKTOK/REELS BEST PRACTICES

PLATFORM STRATEGY

- Engage and excite Gen Z and young Millennials 16-30
- Humanize your brand with the goal of virality in mind
- Prioritize using influencers to usher your content to relevance
- Only use vertical video content with a priority for sound on

Content

- Participating in humorous and quirky memes and dance trends
- Quick and informative DIY/How-to/Hacks/Learning
- Reaction/scenario themed content

Objectives

- Awareness: Video views + Shares
- Interest: Hashtag use/views + Original sound uses (Virality)
- Affinity: Followers



YOUTUBE BEST PRACTICES

PLATFORM STRATEGY

- Highlight the latest from the brand such as news, behind-the-scenes secrets, etc.
- Lean into user expectations with longer-form video series
- Increase discoverability by creating descriptive and accurate titles and thumbnails
- Proactively engage fans through the community tab to spark thoughtful discussion and answer questions outside of video comments

CONTENT

- Consistent video publishing and thought out scheduling creates dedicated fanbase
- Longer-form video series
- Curated playlists of popular topics around brand

OBJECTIVES

- Awareness: Impressions
- Interest: Engagements + video views + average view duration
- Affinity: Subscribers



PINTEREST BEST PRACTICES

PLATFORM STRATEGY

- Use the in-app AR features to enhance Pinner's searches
- Post at least 5-30 times per week, including repins
- Include website link in all original pins
- Be as generic with keywords for optimal Pin search

CONTENT

- Concise messaging with call to action to drive clicks
- Vertical visuals to stand out in feed:
 - Photo assets recommended 2:3
 - Videos recommended at 9:16 or 1:1

COMMUNITY MANAGEMENT

- Follow 5 accounts per week
- Repin from relevant brands and bloggers
- Post seasonal content 30-45 days ahead of occasion