

# Social Media During a Crisis

## *Tips for Best Practices*

**The current global situation looks a lot different than even a week ago. During these challenging and quickly evolving times as people continue to turn to social media to share their experiences and feelings, it is more important than ever to develop a proactive plan that clearly communicates updates to an unsettled and concerned audience.**

### Communication Tips

- Reevaluate scheduled posts to ensure the content is compelling, thoughtful, and relevant.
- Stay positive on messaging — acknowledge the situation we are facing, but with a positive outlook.
- Every post, campaign, and ad will need an added layer of care and empathy over the coming days and weeks/months while still remaining consistent and authentic to your brand.
- Push out online opportunities to connect — apps, remote learning, virtual town halls.
- Keep the conversation two-sided by monitoring and responding to comments.
- Be responsive and adapt quickly.

### Content Topics

- Expressions of care and concern for students' mental health during this difficult time
- Skills for creating a successful routine — remind students that even though they're at home, it's still a school day. They will benefit from having a schedule, and although it might feel silly, recommend they get fully ready for the day and pretend they're actually going to class.
- How to maintain high (or get even higher) grades during this time
- Remind students that they are capable of achieving great things even in periods of uncertainty
- Skills for efficient time management
- How to deal with anxiety (reading, journaling, meditating, connecting)
- Establish at-home workouts — even setting up a virtual workout with the students
- A day-in-the-life of an international student at home taking online classes
- International students cooking their favorite dishes from home
- Share any acts of generosity, kindness, and empathy (for instance, if your school has donated supplies to a nearby hospital)

### Use relevant hashtags

- #COVID19
- #stayathome

