

Social Media During Crisis:



QUESTIONS TO ASK YOURSELF BEFORE JUMPING IN

As 2020 has delivered a series of series curve balls. The result? Consumers are being inundated with the same messages, over and over again, making it even more difficult for small businesses to connect with their audiences.

To help you effectively navigate social media during such turbulent times, we teamed up with experts create a list of questions that will guide you toward making the most out of your platforms.

1. Who am I speaking to?

Many primary marketing tenets of social media remain intact, including speaking directly to your audience. In order to connect with people, you need to know who they are. Is your post meant for your current customers? For potential customers? If you were targeting specific groups before, what messages will you send them now?

Want a little practice?
MATCH THE BELOW EXAMPLE TO THE
TARGETED AUDIENCE:

"You've implemented email marketing—but how do you know what message to send to your customers or when to send it? Here's 5 tips for how to make the most of your ABC software."

Potential employees

"Are you looking for ways to invigorate your sales pipeline? The average ROI is \$42 for every \$1 you spend on email marketing—and it's easier than you think to get started!"

Current customers

"We had an awesome time at this year's ugly sweater party! Flip through our photo album of a few of the incredibly creative sweaters from our fabulous team."

Prospective customers

Looking for more ways to connect with your customers? We can help with that.

Download our ebook, [The ROI of Personal Connections](#), to discover what touchpoints you're missing, and how to bridge the gap between relationships and revenue.



2. Is this message helpful?

As a business leader, it is important to consider how you can offer support rather than gain it in the midst of a crisis. Does your message center those who need to be lifted up? Have you created an offering that will be useful to people? How does this message help?

EXAMPLE:



Kate Winkler • 1st
Chief Executive Officer at Ruby Receptionists
3w •

My heart goes out to all of our community members who are in pain from the fires in the west and now Hurricane Laura. [Ruby Receptionists](#) is here to help however we can! Let us know if we can help you by sending us a note to staff@ruby.com.

3. How have I prepared for this post? Write it out first!

If you're contemplating going live on any platform or hosting a virtual event, don't skimp on the planning! When you're gathering an audience together for real-time engagement, put the same amount of forethought and effort into it as you would a webinar or a podcast appearance to have the greatest impact.

4. Am I speaking about a topic within my wheelhouse?

Where can you add value to a conversation? Are you an expert in making handbags? Think about your skill set, its breadth, depth, and edges, and how it can connect to the moment. In other words, ask yourself if you are posting because you feel the urge to post or if what you have to offer really holds value.

EXAMPLE: 1,297 robocalls were made *per second* in June this year — that's more than 3.3 BILLION a month. But don't throw your smartphone out the window just yet. Technology is getting smarter at detecting these types of calls and there are simple steps you can take to reduce the headache and limit interruptions (hint: we can help!).
#smallbusiness #timemanagement