



A social media guide for brands during COVID-19

degordian

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POSTING FREQUENCY

How often should a brand post in a week?

A brand should have a **continuous presence** on its social media channels, but don't go overboard – you don't want to take up too much of your users' attention and seem opportunistic.

While it's important to stay active, it's also important to **maintain balance**, so keep the frequency of posting on the lower end, but with a smart targeting and budgeting strategy.

RECOMMENDATION:

- 2 posts per week for “Always on“ content
- 2 posts per week for campaign content (related to current activities).

CONTENT THEMES

Categorized per industry:

FOOD AND BEVERAGE

Products should be showcased, but carefully – included in a setting or certain behaviours befitting the current pandemic (inside a home/interior such as a room, dining room, balcony; everything that visually **motivates users to act according to public safety measures**).

As for the topics, try to adjust your approach according to the situation and try to communicate:

- **Benefits of the products** - if they can be useful during this stay-at-home period or contribute to a healthier lifestyle.
- **Simple and easy recipes** - the kind that everyone can make at home.
- **Fun and entertainment** - try to distract from bad news and negativity with lighter and fun content that makes people want to interact.

EXAMPLES:



Oreo



Okusi Italije



Ožujsko pivo

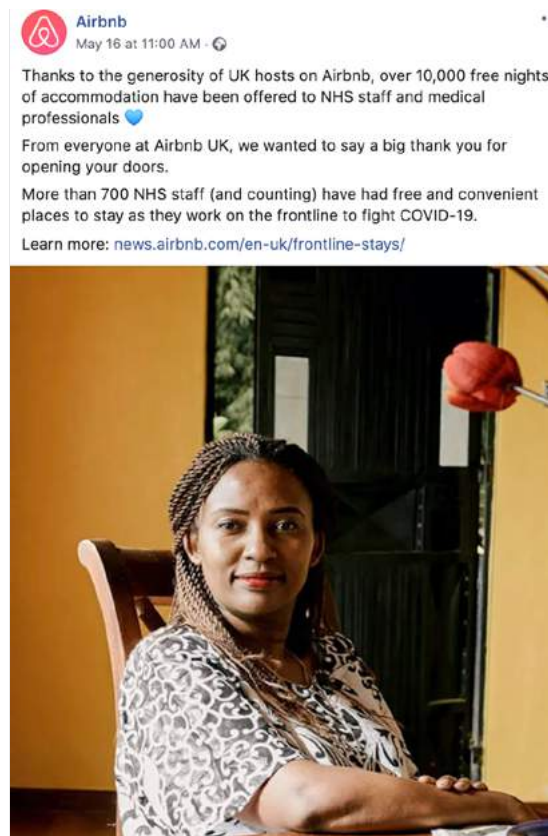
TOURISM

The global tourism industry took a really big hit because of the pandemic, but that doesn't mean users should forget all about tourism brands. Just the opposite – **open communication** with users is crucial in these times.

Regarding content themes, you can approach the situation from these angles:

- **Customer service information** - all the essential information about the brand's services that users (guests, travelers, tourists) need now.
- **We will travel again** - the pandemic will eventually end and people will get back to travelling, so post inspiring and motivational content about wishes for the future and all the things the brand will offer their users once it's possible (example: fun facts about the destination).
- **Video experience** - users might not be able to reach the destination right now, but they can dream about it and enjoy it through videos.

EXAMPLES:



Airbnb



Camping Village Šimuni

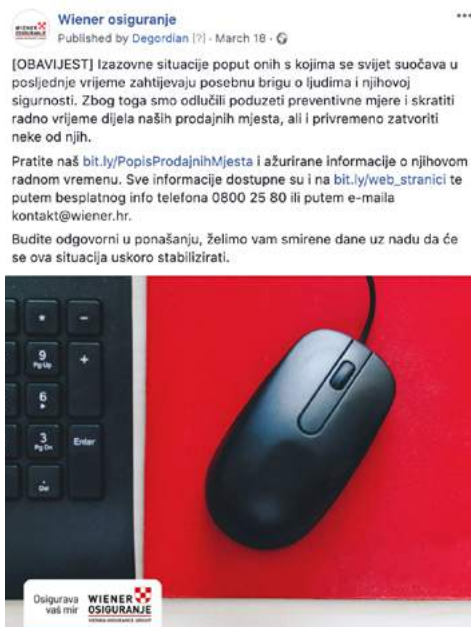
BANKING AND INSURANCE

Building trust and direct communication between users and banks or insurance companies is usually quite challenging, so it's even more important to work on it during **extreme situations like a pandemic outbreak**. Financial institutions should be of service to their clients, offering relevant and timely information about their services and benefits for the users. The goal is to become a partner and friend to the user. Finally, it's necessary to show empathy and concern for users through **1:1 communication**.

Typically, such brands should cover:

- **Customer service information** - vital information, posted transparently and in time (office working hours, online business procedures, essential contact information, etc.)
- **Advice and services** - give your users something that will truly benefit them in times like these (for example, a tutorial on how to use online banking, or a list of benefits of an additional health insurance policy).
- **Inspiration** - a brand has to keep that human touch, so post inspiring content, maybe recommendations on what to do during lockdown, or communicate partner content (related to culture or entertainment).

EXAMPLES:



Wiener insurance Croatia



Raiffeisenbank Croatia



RETAIL

Alongside healthcare professionals, crisis units and other public services, **retail brands are on the front lines** of the battle against the coronavirus, providing supplies to users when they need it the most. Therefore, retail brands should act as suppliers, but **should not shamelessly use the situation to their advantage**. An example of this would be overcommunicating current promotions on products that aren't momentarily useful or necessary to customers.

Content-wise, those brands should stick to:

- **Safety measures** - communicating everything the brand does in their open shops in order to follow public safety measures and instructions regarding customer safety.
- **Stock information** - regularly informing users about products that are in/out of stock, thus refraining them from panicking and buying in bulk.
- **Online shopping and delivery** - if possible, informing users about the possibility and benefits of online shopping.

EXAMPLES:

K Konzum
March 23 · 🌐

Poštovani kupci, pozivamo vas da budete savjesni prilikom kupnje i svoje online košarice punite proizvodima u iznosu do 1 000 kuna kako bismo ih mogli brže isporučiti, čime ćemo omogućiti i drugim kupcima da obave kupnju.
Hvala vam što brinete o sebi i drugima. Vidimo se!



**WEBSHOP NARUDŽBA
SAMO DO 1000 kn**

Konzum

Lidl Lidl Hrvatska
March 28 · 🌐

Dragi kupci, podsjećamo vas na mjere opreza i sigurnosti pri kupovini. Pri ulasku u naše trgovine možete pronaći dezinfekcijsko sredstvo i zaštitne rukavice, molimo vas da ih redovito koristite. Također, sav asortiman Lidlove pekare je zapakiran kako bi osigurali maksimalnu zaštićenost. Prilikom kupovine držite potreban razmak od 2 metra između ostalih kupaca, ali i naših zaposlenika.
Zaštitimo sebe i svoje bližnje! ❤️
[#ostanidoma](#)

**Zaštitite svoje zdravlje
i zdravlje drugih**

Molimo vas da obratite pažnju na održavanje razmaka i ostavite dovoljno prostora našim zaposlenicima prilikom kupnje.

Sami odlazite u trgovinu: jedan član obitelji iz kućanstva



Lidl Croatia

DIGITAL MARKETING AGENCIES


Agencies should now primarily act as **expert partners** of their clients, joining forces with them to create and implement strategies for digital channels that are well-adjusted to the current climate and trends.

As far as self promotion goes, digital marketing agencies should act as **advisers**, while also publicly setting a good example of how to approach digital marketing appropriately.


Content-wise, they should focus on:

- **Promoting their own best practice cases** - show what can be done and how, motivating others to also work better while also potentially attracting new clients.
- **Advice and case studies** - helping clients, partners and others in the industry handle all the nuances of maintaining digital marketing activities during a pandemic. Possible formats: blog posts, webinars, social media posts, etc.
- **Communication with employees** - we're in an unprecedented global crisis and many employees are more vulnerable now than ever, so the leadership of the agency should get in touch more often, communicate more about current topics and state of business activities.

EXAMPLES:

 Degordian
March 25 · 🌐

The current pandemic situation made us ask questions regarding our future, both as individuals and as an organization. The overall feeling of uncertainty, plus the fact that we're all working from home now, makes it even harder to maintain a healthy company culture. However, staying connected and openly communicating is crucial in times like these, which is why we decided to share a few of the practices we've adopted since the beginning of this collective work-from-home period. We hope you'll find them useful! 🍌



DEGORDIAN.COM
7 ideas on how to maintain company culture and employee health while working from home

Degordian ideas on how to maintain company culture and employee health

 Degordian
April 15 · 🌐

We're proud to say that our national campaign against child abuse got featured on the website Ads of the World. Hopefully, there will come a time when we no longer need ads like "Behind the door", but until that moment arrives, let's all continue doing our part in making the world a safer place for kids. 🧡



ADSOFTHEWORLD.COM
Zagreb Child and Youth Protection Center, Ministry of the Interior Film Advert By Degordian: Behind the door | Ads of...

Degordian campaign "Behind the door"

VISUAL MATERIAL AND POST FORMATS

#Stayhome and #Beresponsible means regular photo and video production of social media material simply isn't entirely possible due to safety precautions, but **don't let it get you down**. Just because your designers or video creators are at home, doesn't mean creativity is in hiding! Quite the opposite – this unpredictable, continually evolving situation opened up possibilities for **brave and out of the box creative solutions and experimenting**.

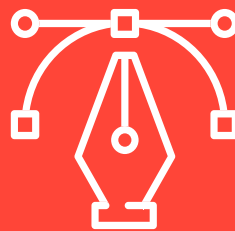
Alternative formats of visual material:

STATIC MATERIAL



STOCK PHOTOS

Some might be critical of them, but stock images can be a quality replacement for depicting certain situations, or a great way to start being more creative and playful with your social media content.



ILLUSTRATIONS

Currently very trendy, but also very imaginative and creative content that can later become a part of your regular social media posts.



COLLAGES

Gaining popularity on social media, especially in posts targeted to younger audiences; it can be used in special cases/campaigns or become an integral part of a specific content category.

DYNAMIC MATERIAL

- **Animations** - like illustrations, animations are becoming a global trend in the social media world. If used creatively, they can serve to portray and present almost anything.
- **Reusing old material** - editing old video material in a fresh way can give it new life and communicate something new and adjusted to the current climate.
- **Stock video** - same as photos, stock video materials can be a great source for creating social media content.
- **Parallax** - a video format that can make static visuals more attractive and unique.

Alternative post formats:

FACEBOOK

- **Facebook Live video** - a great format for achieving direct communication with users; also a popular choice for content that is maybe rare or out of the ordinary for Facebook.
- **Polls** - a great interactive tool for stimulating user engagement.
- **360 visuals** - a creative way of showing a larger amount of information on a visual or motivating users to have fun with your Facebook post.
- **Carousel** - a great choice for presenting products or services that require more information through photos (up to 10 visuals) and a link to a specific website.

INSTAGRAM

- **Instagram Live video** - a very popular format for communicating and presenting special, raw content to your followers.
- **IGTV ili Instagram TV** - also very popular, but for communication through longer video content (the video length is min. 60 seconds and max. 60 minutes).
- **Stories** - there are a lot of creative ways to use the Stories format (questions, surveys, GIFs, countdowns, etc.) in order to connect the brand with their followers or spread awareness about a certain issue.

ADVERTISING

Should brands invest in ads?

Yes, they should! Facebook, Instagram and other big players haven't changed their algorithms, **so organic content still doesn't reach a big number of users easily.**

However, what you should be careful about is the duration, targeting and frequency of your brand's ads.

Duration

Considering things are changing on a daily basis, ads **shouldn't be active for too long** because they may quickly become inappropriate or dated and full of old info. As we've mentioned, just because it's true and current right now doesn't mean it's going to be true tomorrow or five days from now.

As for "Always on" content, it should preferably **last 2 days max.**

Campaign content can last up to **3 days**, but only if it's a campaign somehow related to the situation at hand (CSR, awareness for the issue or information shared for the greater good of all).

Targeting

It matters now more than ever **how, where and to whom you show your content.** Users are spending more time online and on social media due to the current pandemic, but they can also get bored by content more easily.

Be smart and target your content to those who are **really interested** and will interact with you, eventually even **buy and use your product or service.**

Ad frequency

As we've said, we don't want to bore users and become annoying (this is actually the go-to advice for every situation or period!). Be efficient and **optimize the frequency of your ads** – the average user doesn't want to look at the same ad more than 2 or 3 times.

"Always on" content should be adjusted to a maximum frequency of **2 times per week.**

Campaign content should be adjusted to a maximum frequency of **1 to 2 times per week**, but with caution.

If you want to find out more about the influence of COVID-19 on prices of online advertising, you can [read about it in our blog.](#)

INFLUENCER MARKETING

Should brands continue to collaborate with influencers?

Influencer marketing is an integral part of digital marketing and a valuable method for reaching audiences, so it's wise to keep using it even during the pandemic.

Of course, **it's essential to be careful and pay attention to what exactly you're promoting in your collaborations with influencers.**

We recommend that you work with influencers on projects that **matter the most during this period:**

01 spreading information about the current state of things and appropriate behaviour during the pandemic.

02 helping and supporting the fight against the COVID-19 virus.

03 helping and giving advice concerning mental health.

04 promoting services and products that are especially useful now (tools for remote work, video calls, video conferences, web shops, etc.)

05 presenting funny and entertaining content that can cheer up users.

Are there any rules for the pandemic?

All regular rules apply, but it's important to focus on projects and promotions that are **important and appropriate** instead of simply **taking advantage of the situation.**

EXAMPLES:

Badel Pelinkovac
17. travnja · 🌟

Udružili smo se s Udrugom konobara i barmena Hrvatske kako bismo konobarima sad, kad nemamo priliku uživati u njihovim pićima, omogućili da se na tržište rada vrate s novim setom znanja i vještina! 🍷
Svi budući polaznici Badel Akademije mogu se na bit.ly/Badel_Masterclass prijaviti do 28. travnja i tako osigurati svoje mjesto u našem programu! 🍷



“Badel Masterclass”

An online masterclass for waiters and bartenders whose jobs are jeopardized because of COVID-19. The goal is to give them an opportunity to hone their skills in order to position themselves better on the job market once the service industry starts recuperating.

Degordian
24. ožujka · 🌟

Važnost očuvanja mentalnog zdravlja mladih posebno je izražena u ovim teškim trenucima globalne pandemije. Vjerujemo da će kampanja “Podijeli, podrži, izdrži”, koju smo kreirali u suradnji s Poliklinika Za Zaštitu Djece Grada Zagreba, pomoći u borbi s trenutno prisutnim negativnim emocijama. Više o projektu na koji smo iznimno ponosni pročitajte na linku! 🍷👉



TPORTAL.HR

'Fokusirani smo na sve ono što trenutno ne možemo imati ili raditi, osjećamo gubitak zbog... druženja, rođendana i izlazaka'

“Podrži, podijeli, izdrži” (Support, share, overcome)

A campaign for the improvement of young people’s mental health during the global pandemic.

Get in touch.



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www.degordian.com