

## **Main Street Webinar:**

### **Social Tips for Businesses During COVID-19**

1. Communicate as much as you can!
  - a. Post, post, post!
  - b. If you have the funds for paid advertising, target your area to inform people of deals or how you are still making business happen.
  - c. Experiment with Lives! Facebook often notifies people directly when a page they like goes live. If you have Instagram, remember stories as well. The more you post in stories, the more Instagram will serve your content up to your audience.
2. Compassionate, but direct language
  - a. Brands are addressing COVID-19 directly are seeing almost 30-40% higher engagements than brands who aren't. Here is what this looks like:
    - i. Speak as a community leader. Offer positivity and insights into what your business is adjusting to the new normal.
    - ii. Tell me HOW you're doing. A direct and open dialogue with your community is essential when we have no other ways to communicate right now.
    - iii. Show gratitude back to the community in return for their support.
3. North Dakotans support one another, connect with other businesses or large social presences to see how you can do that.
  - a. Set up a group call or reach out socially to other businesses in your city/county. Learn about what they're doing that is working or what is not working and see if there is a way to collaborate and uplift each other.
  - b. Reach out to your local tourism entities.

- c. Reach out to larger social presences that represent your area. See if there is any way to collaborate or share content to uplift each other on a larger stage.

## **STAY INFORMED AND READY TO CHANGE STRATEGY**

Our social presences:

@CommerceND – Business Resources

- Facebook: <https://www.facebook.com/CommerceND/>
- Twitter: <https://twitter.com/CommerceND>
- LinkedIn: <https://www.linkedin.com/company/28145427/admin/>

@InThisTogetherND

- Facebook: <https://www.facebook.com/ExperienceND/>
- Twitter: <https://twitter.com/ExperienceND>
- Instagram: <https://www.instagram.com/inthistogethernd/>

@ExperienceND – Livability, uplifting people-focused content

- Facebook: <https://www.facebook.com/ExperienceND/>
- Twitter: <https://twitter.com/ExperienceND>
- Instagram: <https://www.instagram.com/experiencenorthdakota/>

Please feel free to reach out!

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