



WELCOME

Thank you for joining social media
webinar 1: *Strategy in a Time of Crisis*

We will begin at 1 p.m. EST

Please stay muted for the entirety of the presentation.
This presentation will be recorded.

Use the Zoom chat function to submit questions for our Q&A time.
Please submit your questions to Austin Baragary.



The Beaches of Fort Myers & Sanibel Social Media Bootcamp

Webinar 1: Strategy in a Time of Crisis
September 17, 2020

Meet the Team






Courtney Hersl

-  Content Marketing Manager at Lee VCB
-  Lives in Cape Coral, FL
-  In relationship with Tourism






Joshua Lambert

-  Marketing Coordinator at Lee VCB
-  Lives in Fort Myers, FL
-  In relationship with Tourism






Mackenzie Bromley

-  Director, Social at MMGY
-  Kansas City, MO
-  In relationship with Tourism






Austin Baragary

-  Senior Social Manager at MMGY
-  Lives in Kansas City, MO
-  In relationship with Tourism



Gina O'Tool

-  Social Manager at MMGY
-  Lives in Kansas City, MO
-  In relationship with Tourism



**SOCIAL MEDIA IS NOT THE DRIVER IN
CRISIS COMMUNICATION PLANNING,**

but the medium to effectively get that message
out in a clear, succinct way.



Listen

What's happening?
Identify problem and
how you can help.



Inform

Outline your
objectives and build
your content
strategy.



Respond

Now that your
strategy is built and
you've
acknowledged the
issue, make sure
your audience
knows they can rely
on you for
information.



Learn

Sentiment has
improved and things
start to feel normal
again. Now what?



Listen

What's happening?
Identify the problem
and how you can
help.



What are Travelers Saying?

+30%

increase in travel mentions
across social in July and
August

-18%

decrease in road trip
travel mentions

-13%

decrease in travel
mentions from the past 30
days as school is back in
session

**This is still an extremely high total
mention volume compared to
other transportation category
mentions**

+17%

Increase in fall-related
travel mentions from the
past 30 days

+6%

increase in mentions tied to
air travel over the past 30
days



March to August Social Chatter



Top Considerations when choosing a destination



9 in 10

Travelers will make decisions based on health and hygiene protocols within a destination



86%

Activities and experiences open for business



80%

Ability to travel via preferred mode of transportation

Top trip types



29%

Family leisure trips



28%

Visiting friends or relatives



15%

Romantic trip



Listen



Step 1 Set up a listening protocol.

- Who from your team is listening?
- What are they listening for?
- When will they be briefing the team on current social sentiment?

Step 2 Start tracking. Ensure you're saving important mentions.

- Direct mentions
- Keyword searches
- Listening streams
- Google alerts



Resources



TweetDeck

Free

Twitter only

Monitor different users, hashtags, search terms and lists



Hootsuite™

Free & paid subscriptions

Can be used for all social channels

Monitor different users, hashtags, search terms and lists



sproutsocial

Paid subscription

Can be used for all social channels

Monitor different users, hashtags, search terms and lists

Listening capabilities outside of mentions or hashtag searches



**MM
GY**

My Posts Bread & Coffee

Bread & Coffee
1 day ago

Start your day with the perfect cup of mocha



5 likes 4 comments

Write a comment...

Kathrene Genosa Need this in my life rn.
1 like Reply 1 day ago

Bread & Coffee replied 1 day ago

Kristina Cisnero
Yuummmmmmmmmmmmm
1 like Reply 1 day ago

Maria Paulina Perez Looks amazing!!
1 like Reply 1 day ago

Bread & Coffee replied 1 day ago

Jordan Ng V into this.
2 likes Reply 1 day ago

Mentions bread_n_coffee

Andy Au @andy_au
6 days ago
[@bread_n_coffee](#) @CleverCaliber Can confirm. That is in fact a video.

Show Conversation

Resolved by Loveleen
Feb 5 • View Assignment History

Formativ Solutions @formativ_com
Nov 6, 2015

We are lucky enough to be located right next to [@bread_n_coffee](#)! They just brought over fresh muffins & hot coffee!



1 like

Seth Carter @RealtorSeth
Nov 6, 2015

Have you been to [@bread_n_coffee](#) lately? Get a

My Posts bread_n_coffee

@bread_n_coffee
Jul 29, 2015
Apple and Cinnamon pie; tastes as good as it sounds! 🍏🍌 #bakedfresh



1 like

Write a comment...

@bread_n_coffee
Jul 22, 2015

Breakfast? We've got you covered!



6 likes

Posts to page Bread & Coffee

Assigned to Loveleen by Loveleen
Jan 26 • View Assignment History

Ariana Biagi
Feb 11, 2015
Bread & Coffee, do you offer baking classes? I want to be able to pass off your delicious treats as my own.

1 comment

Write a comment...

Bread & Coffee We do! Intro to French desserts is on March 29 (more details on the event). Hope to see you there!
Reply Mar 3, 2015

Assigned to Loveleen by Bread N Coffee
Sep 21, 2015 • View Assignment History

Kathrene Genosa
Feb 11, 2015
New menu is amazing! Love the strawberry rhubarb crumble!

1 like

Write a comment...

Sandra Chung
Sep 21, 2012



Inform

Outline your objectives and build your content strategy.



Where Do I Start?

Step 1 Review crisis and pause any planned content to reevaluate if that is the right message for right now

Step 2 Outline objectives for social during this time

Step 3 Acknowledge there is an issue

Step 4 Determine appropriate content strategy based on messaging needs, team bandwidth and level of crisis





What Are My Objectives?

Adapt to a rapidly changing environment and execute social content strategy designed to:

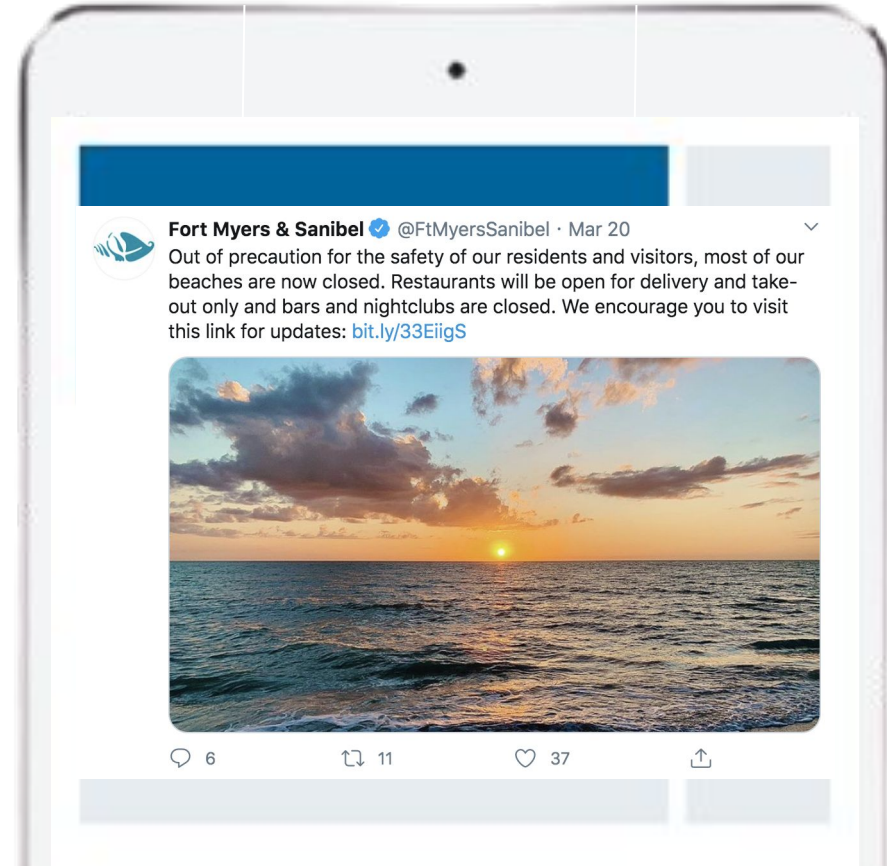
WAIT	READY	SET	GO
<ul style="list-style-type: none">• Educate our local audience on the current news and events in Lee County by executing compelling, purposeful content• Utilize channels to drive home relaxing aspects of our destination, offering a peaceful escape to our audience		<ul style="list-style-type: none">• Promote future travel to the destination by sharing messaging that is fun and inspirational with a brighter tone of voice• Educate potential visitors about everything they can experience in destination	



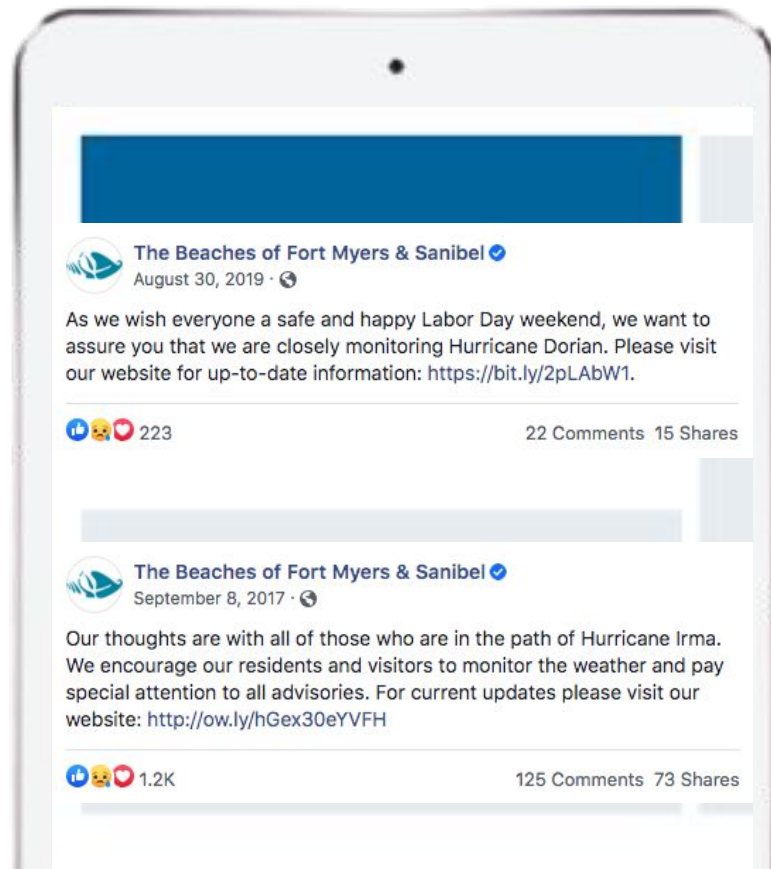
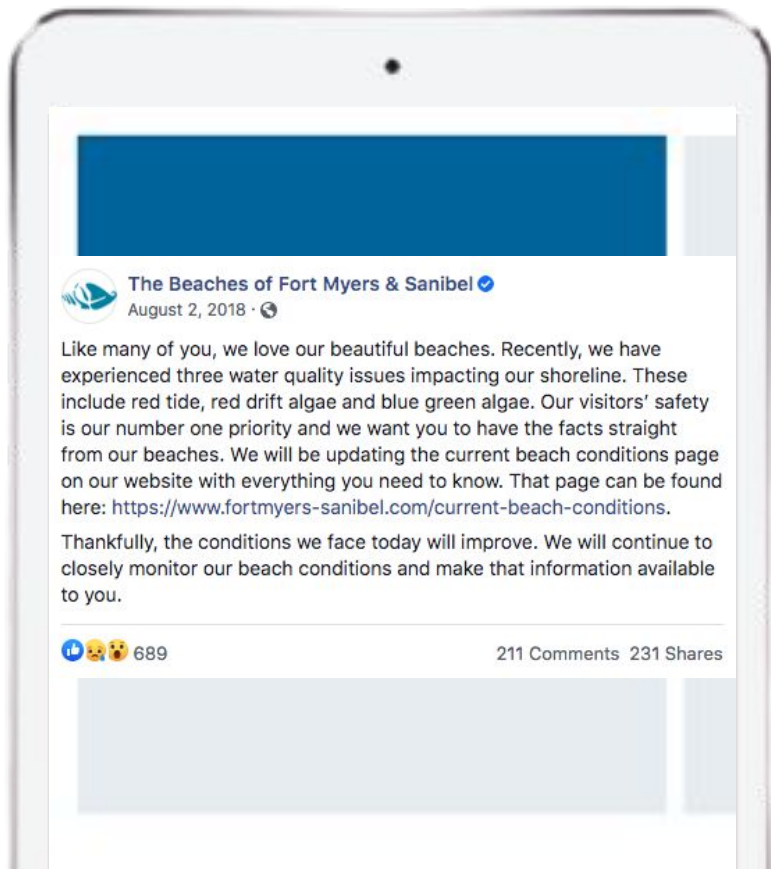
Acknowledge Crisis

Draft a clear, succinct message that provides the information your audience is wanting to know without causing panic.

- Don't have all the answers? That is okay! Your audience will appreciate **authenticity** and **transparency**.
- Throw the rulebook out. If you are dealing with a very serious crisis, imagery or a light tone of voice will not be received well.



Acknowledge Crisis





Build Your Content Strategy

Step 1 Use the resources at hand, and knowledge of your audience base, to determine appropriate content to feature

Step 2 Ensure you're sharing messaging on the right channel based on content availability and type of message

Step 3 Focus on quality over quantity. Your posting cadence will likely change, or decrease, due to the type of content available to share

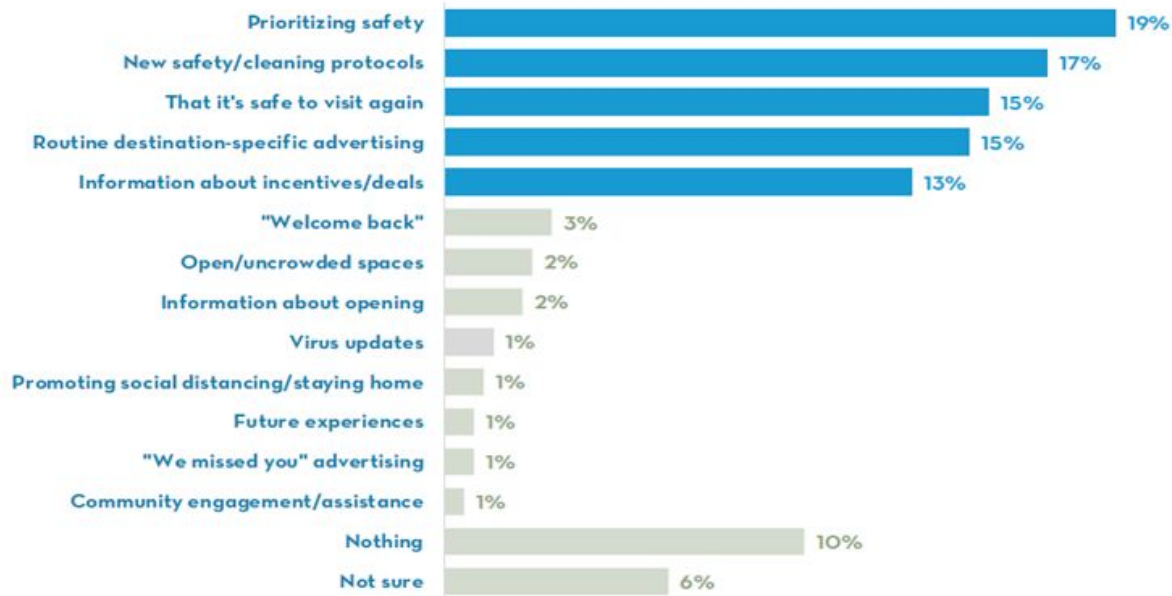
Step 4 Don't get discouraged! Content may not perform as you'd hoped, but there's always a new day to test and learn





Content of Interest to Travelers

Consumers would be most **motivated to visit a destination/attraction** that advertised how they are **prioritizing safety** for their staff and guests once it is deemed safe to travel again.



Content of Interest to Travelers



- Only **14%** of consumers do not want to hear from destinations at all, the lowest sentiment has been since April
- There is continued interest in hearing what destinations are doing to help during the COVID-19 crisis
- Destination websites continue to be a top travel planning resource when consumers are ready to travel again
- Over **7 in 10** consumers in August interacted with travel media

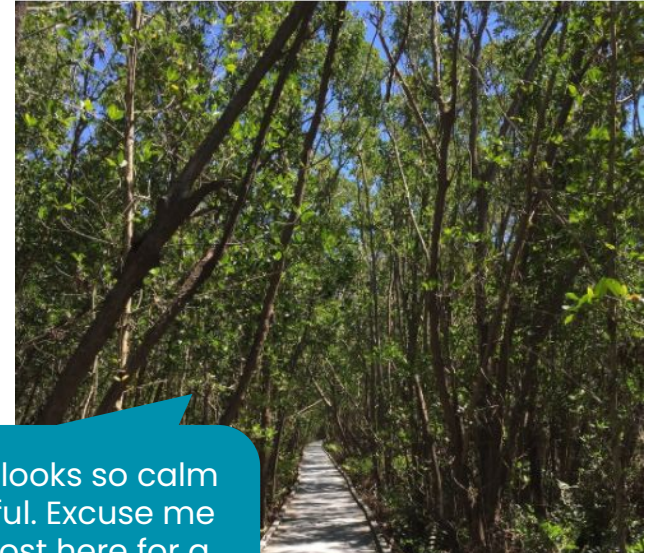


The Beaches of Fort Myers & Sanibel (Default) ✓



Bringing some relaxation to your timeline with these peaceful nature views. Read about our parks here: <https://bit.ly/2XvqCOB>

Photo: <https://bit.ly/2UCK4aB>



"This scene looks so calm and beautiful. Excuse me while I get lost here for a few minutes. Thanks for sharing." – Bonnie M





Where Should I Share?

FACEBOOK

Information and updates, video, long-form campaigns

INSTAGRAM

Discovery, inspiration, real-time imagery and video

TWITTER

News, events, customer service



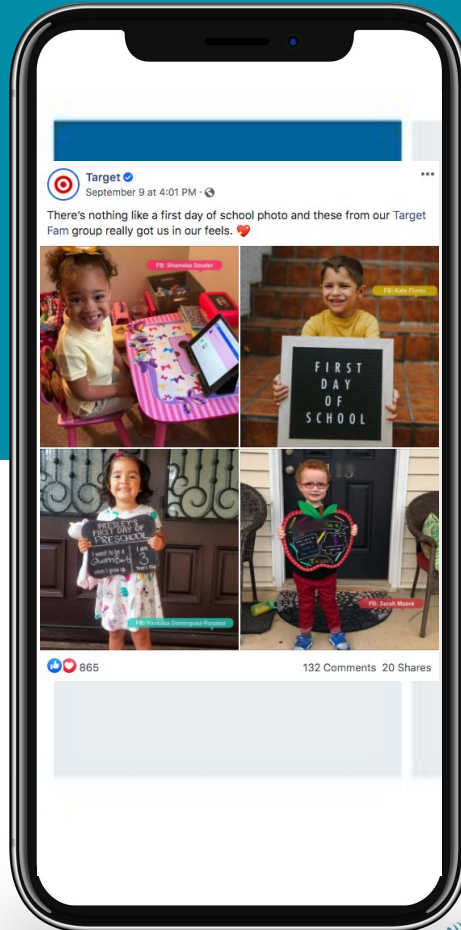
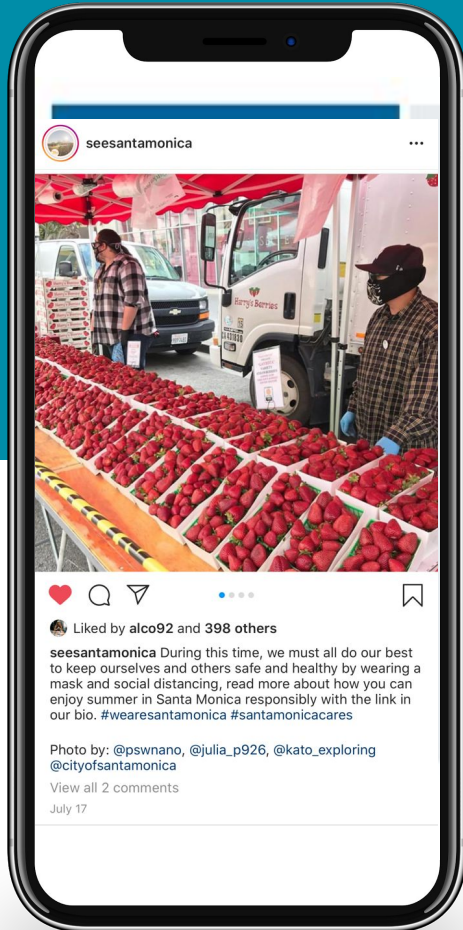
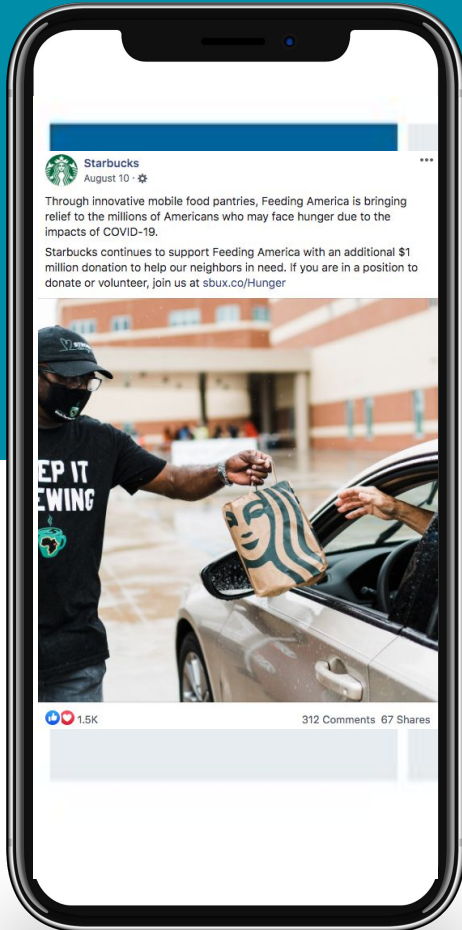


DO

- Pause all upcoming content and evaluate current content related to changed sentiment
- Utilize real-time video and imagery
- Highlight future travel planning inspiration. Your audience's timeline for when they feel comfortable traveling will be different from person to person
- Inform audience of safe travel tips whenever possible
- Encourage audience interaction within your content
 - "Share your favorite travel memories with us!"

AVOID

- Pre-COVID photos that show crowds
- Interiors of restaurants or bars, unless highlighting new safety measures specific to reopening
- Large events or festival imagery
- Imagery that appears crowded, staged or expected - audiences are looking for authenticity now more than ever





Pink Shell Beach Resort & Marina

June 10 · 🌐



Even on the beach, we have your health & safety on our minds. Our beach chairs are spaced at least 6 feet apart. So now all you have to think about is enjoying the sunshine! 🌞🕶️



👍❤️ 343

42 Comments 9 Shares



Gulf Coast Kayak

May 1 · 🌐



We are Excited To Announce that we will be reopening this weekend with newly implemented preventative measures to help keep our staff and guests safe. This includes mandatory face coverings for staff, contact-less payment and check-in, increased cleaning and sanitizing of all surfaces including kayaks, paddle boards and gear as well as a strategic plan to flow guests on and off the water safely while still maintaining social distancing guidelines mandated by CDC.

If you would like to book a rental or tour you can create a reservation by visiting <http://www.GulfCoastKayak.com/rentals>

Feel free to contact us with any further questions and/or concerns!



WWW.GULFCOASTKAYAK.COM

**Kayaking | Kayak Rentals | Kayak Fishing In
Cape Coral, Matlacha, and Pine Island Florida**

[Learn More](#)

👍❤️ 87

16 Comments 20 Shares





Looking Ahead

- **51%** of U.S. adults are using social media at higher rates than in 2019
- Users will spend **82 minutes** per day on social this year - 7 more minutes per day than in 2019
- Brands are seeing the highest level of engagement on video - Instagram Story **views are up 40%**

Change in Daily Time Spent with Social Media During the Coronavirus Pandemic Among US Social Media Users, by Generation, March 2020

% of respondents in each group

	Spending more time	Spending the same	Spending less time
Gen Z (18-20)	66.3%	24.2%	9.5%
Millennials (21-38)	69.2%	27.9%	2.9%
Gen X (39-55)	53.2%	41.6%	5.1%
Baby boomers (56-74)	36.8%	55.9%	7.4%

Note: n=1,107

Source: Business Insider Intelligence, "Coronavirus Consumer Survey," April 6, 2020

255546

www.eMarketer.com



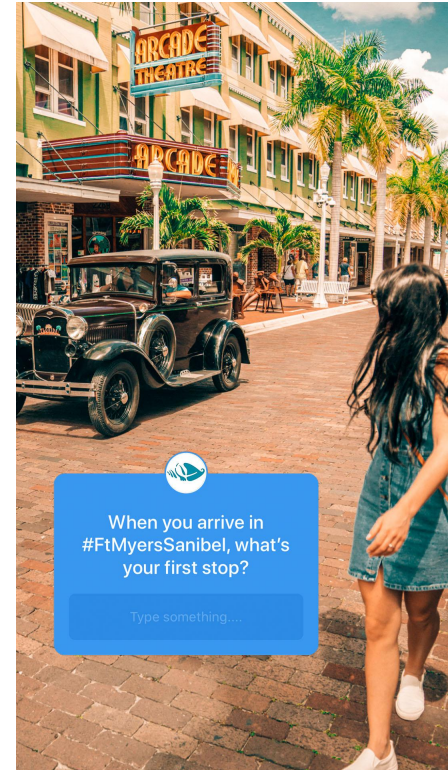
Looking Ahead

Reels

Launched in August 2020, Instagram Reels focuses on short-form video, similar to TikTok. Reels are a maximum of 15 seconds and appear both on their own section of users' profiles and in Instagram feeds.

Instagram Stories

Users continue to spend more and more time using Stories. Additionally, 62% of users report being more interested in a brand after seeing its Stories, demonstrating the importance of using the feature to its fullest to spark interest.



Looking Ahead

Video

With the expansion of video services added to Facebook and Instagram in 2020, Facebook is hoping to capitalize on audience's new consumption behaviors. As audiences will likely remain wary of large gatherings, digital alternatives will likely show continued success.

GIFs

Facebook acquired Giphy in May, highlighting Facebook likely has interest in amplifying usage of GIFs across FB and IG. Currently, 50% of Giphy's traffic comes from Facebook platforms which demonstrates the wide adoption of GIFs on social media platforms.



ISLAND
HOPPER
SONGWRITER
FEST





Respond

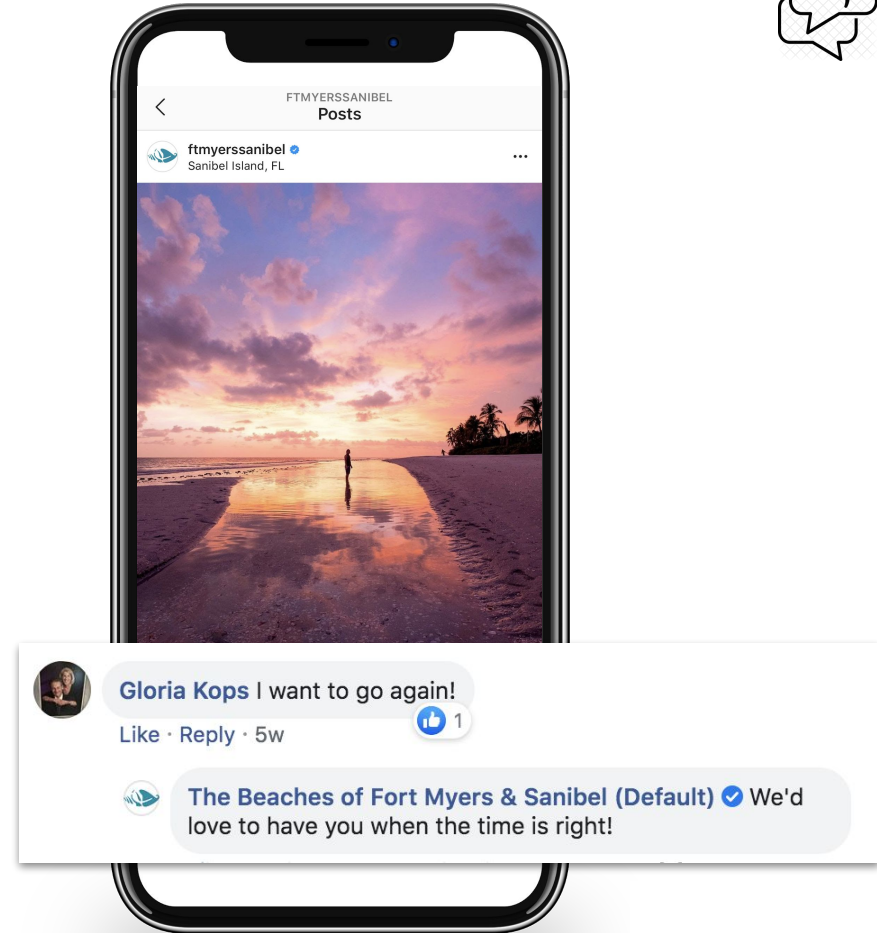
Now that your strategy is built and you've acknowledged the issue, make sure your audience knows they can rely on you for information.

Respond

Step 1 You're listening protocol is in place. Now put it to use and monitor mentions and responses

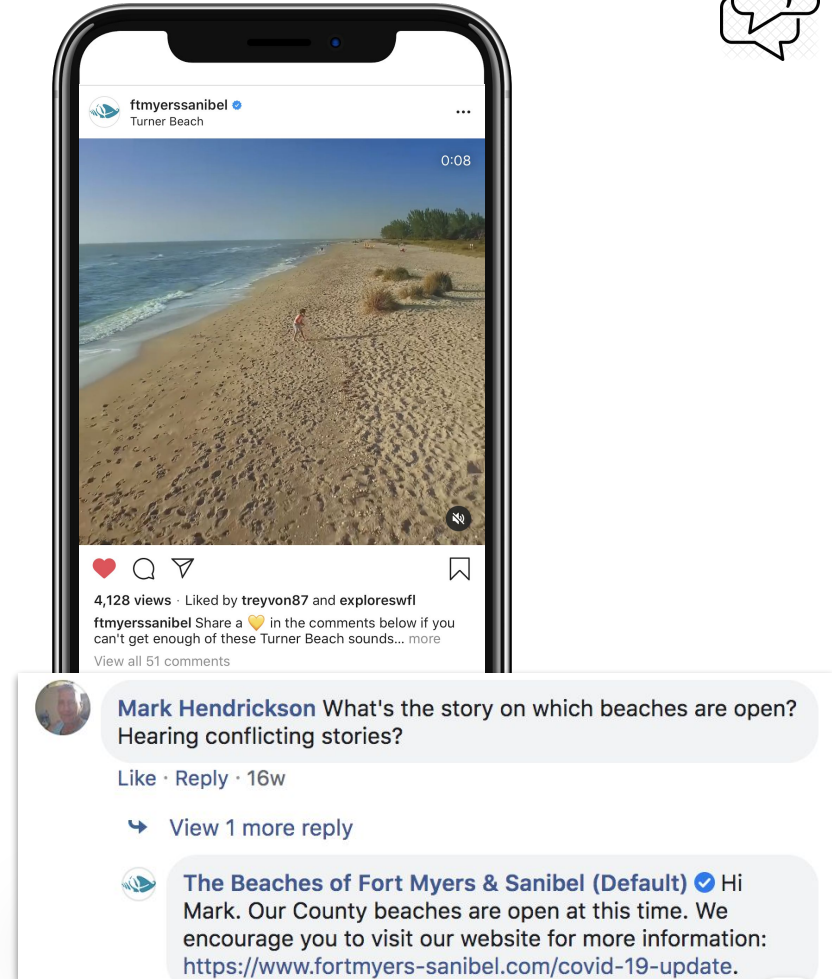
Step 2 Build response guidelines based on the information at hand and ensure full team is aligned with messaging going out to your audience

Step 3 Start engaging! Don't take complaints personally and ensure you're connecting with the most urgent comments first



Response Guidelines

- Always use the follower's name to show you are speaking directly to them
- Provide a clear answer to the follower's question
- Include a statement or fact that articulates stance on the issue
 - E.g., "We have adopted new cleaning procedures"
- Link to more information when you can
- Take the conversation offline
 - Provide direction on how to continue the conversation
 - E.g., "Please send us a private message so we can further discuss"





DO


- Engage with as many of your followers as you can, both positive and negative
- Be authentic. You won't have all the answers, but your audience will appreciate the information you can provide
- Encourage your audience to reach out directly should the issue require further discussion

AVOID


- Arguing. While some audience members may get aggressive and defensive, use your best judgment and avoid engaging with those who aren't looking for a real resolution
- Deleting posts
- Ignoring serious concerns or questions


Response Guidelines

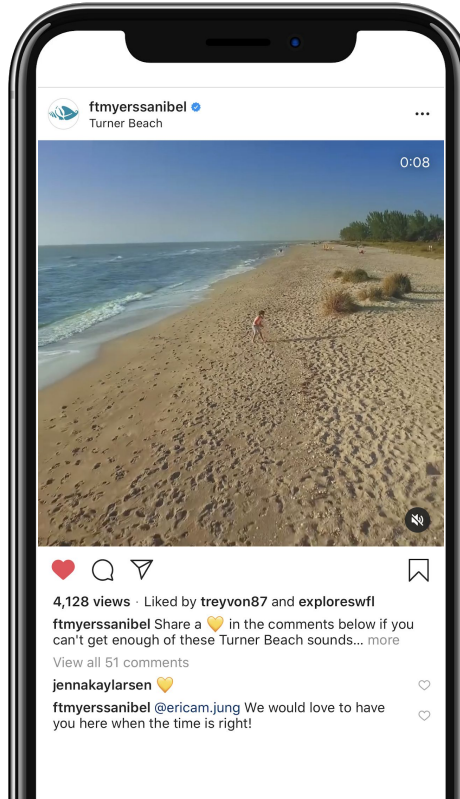


 **Lisa Palombo Stiuso**
How are the water issues with the red tide now
1y Like Reply

 Author
The Beaches of Fort Myers & Sanibel (Default) 
Hi Lisa, Thank you for reaching out. We will be updating the current beach conditions page on our website with everything you need to know. That page can be found here: <https://www.fortmyers-sanibel.com/current-beach-conditions>. Thankfully, the conditions we face today will improve. We will continue to closely monitor our beach conditions and make that information available to you. Please let me know if you have any questions.


 **Current Beach Conditions**
fortmyers-sanibel.com
1y Like Reply

 **Lisa Palombo Stiuso**
Thanks
1y Like Reply



 **Jeanine Posey**
Breaking my heart had to cancel my April trip ➔ Still can't believe it 😭😭😭
25w Like Reply

 Author
The Beaches of Fort Myers & Sanibel (Default) 
We're so sorry to hear that Jeanine. Keep an eye on our Facebook page for some ways to enjoy the beach from the comfort of your home! We do hope we'll be able to see you again. Stay safe! ❤️
25w Like Reply

 **Jeanine Posey**
The Beaches of Fort Myers & Sanibel thank you I will do that
25w Like Reply





Learn

Sentiment has improved and things start to feel normal again. Now what?



Learn

Take time to examine what is working and what isn't. A few important takeaways as you approach your content strategy moving forward:

- Before acting, define what counts as a crisis
- Big or small, craft a crisis communication plan
- In a crisis, always pause to reevaluate tone before posting
- Take time to use your platforms as a customer service tool
- Communicate internally



Questions?



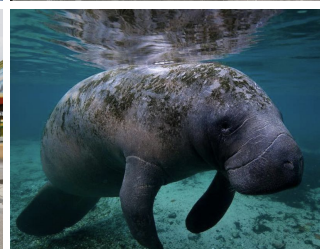
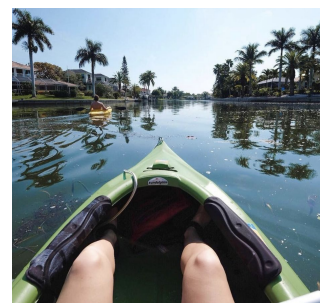
A photograph of a row of palm trees in front of a building. The building has a sign that says "PALM BEACH THEATRE". The sky is blue with white clouds. The text "Next Steps + Resources" is overlaid in white on the image.

Next Steps + Resources

Partner Resources

Email Jlambert@leegov.com to be added to our *This Month in Social Media* emails and to receive information about our upcoming boot camp sessions.

Please visit leevcb.com to download our Partner Toolkit.



Dates to Remember

OCTOBER 1

New and Emerging Trends
& Content Strategy 101

OCTOBER 15

Social Media Advertising
Deep Dive



An aerial photograph of a tropical coastline. The water is a vibrant turquoise color, with several white wakes from speedboats crisscrossing the surface. In the bottom left, there is a small sandy beach with a few boats pulled up. To the right, a residential development with several large, light-colored houses and a tennis court is visible on a peninsula. The text "Thank you!" is centered in the middle of the image in a large, white, sans-serif font.

Thank you!