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# **Social Media during COVID-19**

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# ROLE OF SOCIAL MEDIA DURING COVID

- **Social media such as Twitter, Facebook and Instagram, have become primary sources of information.**
- **They are also vehicles for fake news and disinformation.**
- A study of 25,000 consumers across 30 markets showed engagement increasing 61% over normal usage rates.
- Messaging across Facebook, Instagram and WhatsApp has increased 50% in countries hardest hit by the virus.
- Twitter is seeing 23% more daily users than a year ago. When it matters most, people are turning to social media for updates and connection





# COVID-19 COMMUNICATION HASHTAGS

- Top six categories are identical



Hashtags Used by Brands

Rank	Hashtags	By Profiles	In Posts
1	Coronavirus	3,315	<b>7,464</b>
2	Covid19	2,674	<b>5,546</b>
3	Covid_19	1,457	<b>2,358</b>
4	corona	887	<b>1,765</b>
5	staysafe	707	<b>1,026</b>
6	covid	543	<b>910</b>
7	socialdistancing	424	<b>664</b>
8	yomequedoencasa	395	<b>652</b>
9	virus	284	<b>635</b>
10	health	269	<b>596</b>
11	stayhome	403	<b>569</b>
12	quedateencasa	320	<b>530</b>
13	dirumahaja	261	<b>523</b>
14	stayathome	295	<b>468</b>
15	stayhealthy	251	<b>373</b>



Rank	Hashtags	By Profiles	In Posts
1	Coronavirus	7,110	<b>18,364</b>
2	Covid19	6,914	<b>16,395</b>
3	Covid_19	1,654	<b>2,841</b>
4	corona	1,135	<b>2,547</b>
5	staysafe	1,266	<b>1,887</b>
6	covid	1,184	<b>1,885</b>
7	yomequedoencasa	873	<b>1,334</b>
8	quedateencasa	604	<b>953</b>
9	stayhome	602	<b>802</b>
10	socialdistancing	556	<b>755</b>
11	stayathome	499	<b>705</b>
12	coronavirusoutbreak	249	<b>697</b>
13	quédateencasa	392	<b>669</b>
14	health	345	<b>607</b>
15	virus	339	<b>584</b>

Source: The impact of Covid-19 Report; Socialbakers data from 1 Feb 2020 to 21 March 2020



# COVID-19 SOCIAL MEDIA IMPACTS

- **Sharp rise in demand for online content**
  - Facebook saw a 70% increase in time spent in Italy
- **Small efforts give big results**
  - A little wit and humor



# ➤ MEMES MADE PEOPLE LAUGH

Who led the digital transformation of  
your company?

- A) CEO
- B) CTO
- C) COVID-19

Just back from our cruise. Had a great time.





# PUBLIC TRANSPORT IS NOT ALONE



# ► COVID-19 SOCIAL MEDIA STRATEGY

- Focus on **growing your following** not your revenue
- Partner with **influencers** (more valuable than brands)
- More **content** to meet higher consumption
- **Social impact** is highly valued
- Keep relevant by **continued presence**
- **Crowd fund** your strategy



# ► PAGES AND HANDLES

- Digital Assets
- Facebook pages are slowly replacing websites
- Handles are like website addresses
  - Make them intuitive
  - Easy to remember
  - Consistent across channels

← **lametro**  
245 Tweets



**lametro**  
@lametro

amante de los animales, del buen cine y de sueños imposibles.  
Translate bio

Joined November 2008  
146 Following 46 Followers

← **LA Metro**   
69.4K Tweets



**LA Metro**   
@metrolosangeles

Your train, bike, bus, vanpool, express lanes, commute-saving, LA-loving agency.  
Account is not monitored 24/7. Follow [@MetroLAalerts](#) for service updates.

© Los Angeles  metro.net  Joined May 2008

← **TfL - stay home, don't travel, save lives**   
111.7K Tweets



**TfL - stay home, don't travel, save lives**   
@TfL

The world's most iconic transport network.  [instagram.com/transportforl...](#)  
© London, England  [tfl.gov.uk/about](#)  Joined June 2009

151 Following 2.4M Followers

← **Joe Ma**  
587 Tweets



**Joe Ma**  
@JoeMa\_SZBus Follows you

Deputy General Manager of Shenzhen Bus Group; Chair of UITP (International Association of Public Transport) Taxi and Ride-hailing Committee  
© Hong Kong  Joined June 2013

516 Following 285 Followers

# ▶ USE OF SOCIAL MEDIA

- Companies can use social media for **commercial** purposes or for **communal** purposes.
  - **Commercial** - use social media to brand, sell, and market (similar to the traditional marketing efforts using mass-media)
  - **Communal** – use social media to connect with and co-create with customers and – more importantly – to provide a platform to customers to bond together
- **Talk to** your customers versus **Talk with** your customers and have them talk to each other through your brand
- **Individuals** represent the same behaviour - narcissistic self-exposure versus connecting with friends, family and likeminded others for socialization and emotional support



# BUSINESSES HAVE FOUND RENEWED VALUE

- 15-20% increase in posts from our 18 million users, as companies reach out to customers and employees.
- How they use social media is changing. Marketing and ads have given way to direct engagement — one-on-one interaction with other people.
- Whether it's the mayor of Newark tackling questions on Facebook Live, TransLink highlighting the heroism of essential workers, or Make A Wish turning to Instagram to reach kids in need, businesses are prioritizing connection over conversions.
- Messages of support and solidarity overshadow selfies.



# ➤ RISE OF THE APPS AND LIVE CHATS

- Many groups organize entertainment and practical support to help neighbors - assistance with grocery shopping or childcare
- Apps and functionalities that allow for live chat and video sessions with multiple people



***This is social media in its core and at its best***





# SOURCE OF INFORMATION AND FAKE NEWS

- Dark side of social media
- Platforms have been slow in acknowledging their responsibility in distinguishing fake news from facts
- Instagram only includes COVID-19 posts and stories in their recommendation that are published by official health organizations.
- Crosscheck information from social media with other information sources such as government websites and high-quality news outlets.



# FAKE NEWS AND MISINFORMATION

5G causes COVID-19  
Drinking bleach can cure it  
Bill Gates is behind it

- YouTube pulled the video of a live-stream alleging a link between 5G and COVID-19, barring content contradicting WHO and health authorities.
- Facebook swiftly deleted two major anti-5G groups, whose 60,000-plus members called for destroying 5G masts.
- WhatsApp limited message forwarding to slow the casual spread of rumors.
- These steps might not seem revolutionary, and plenty of misinformation still got out (and continues to circulate).



Think before clicking,  
think before sharing



Why facts matter?



Disinformation or misinformation?  
Know the difference!



## ➤ ALTRUISTIC BEND

- Instead of self-glorifying social media brand posts, successful brands are embracing the communal logic of social media during the COVID-19 crisis.
- Social media posts should be user-centric and not producer-centric.
- Brands that will be able to deliver messages and engage in conversations that are considered valuable because they provide helpful information, relevant advice or that simply make you laugh will come out of the crisis stronger.

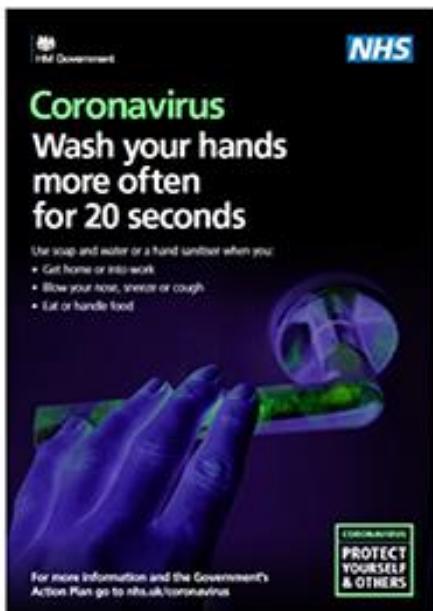


# LANGUAGE MATTERS

## Hand washing

There are very prominent hand washing campaigns across the world currently. In the UK the advice is to wash hands regularly and for 20 seconds. The current NHS campaign was compared with an adapted version that focused on the appeal to protecting other people.

Thinking about the message you just saw, how likely or unlikely are you to wash your hands more often?



**54%**

very likely to wash  
hands more often

The NHS's campaign is very effective in raising awareness of the importance of handwashing regularly for 20 seconds. However, its impact could be enhanced by using messages that explain how washing your hands helps others as well as yourself (up from 54% to 62%).



**62%**

very likely to wash  
hands more often

# LANGUAGE MATTERS

## Self-isolation

Seeking to identify how best to motivate people to abide by advice to self-isolate, the research asked people how they would feel if the authorities told them to isolate themselves.

When seeing that as advice in the form of instructions from Public Health England, 60% of people said they were very likely to follow that advice. That increased

to 70% of people who saw a message from Public Health England that self-isolation helps to protect them and their families.

Imagine if the authorities tell you that you need to isolate yourself at home, potentially for a prolonged period. How likely are you to follow that advice?



**60%**

very likely to follow the advice to self-isolate



**70%**

very likely to follow the advice to self-isolate



# QUESTIONS?



# THANK YOU!

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