



To Post or Not to Post: How to Modify Your Social Media Strategy Amidst COVID-19

Aaron Wolowiec

CEO, Event Garde

Rob McCarty

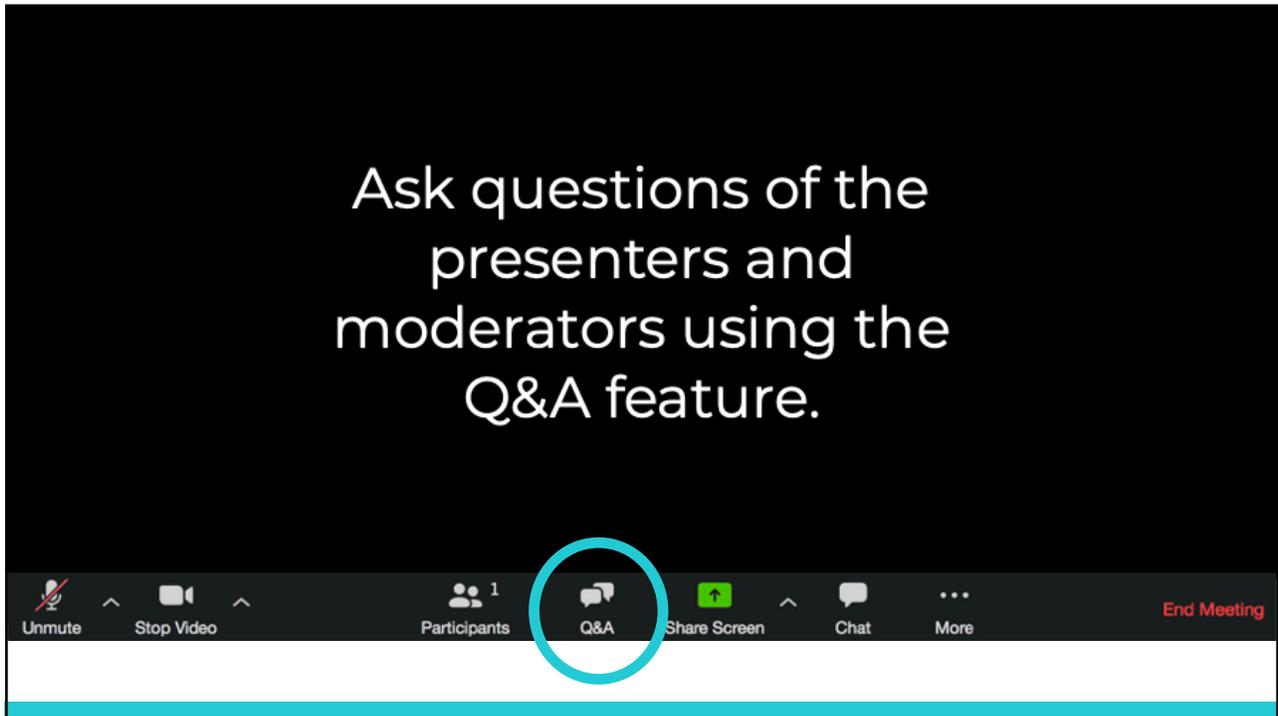
CEO, The Image Shoppe

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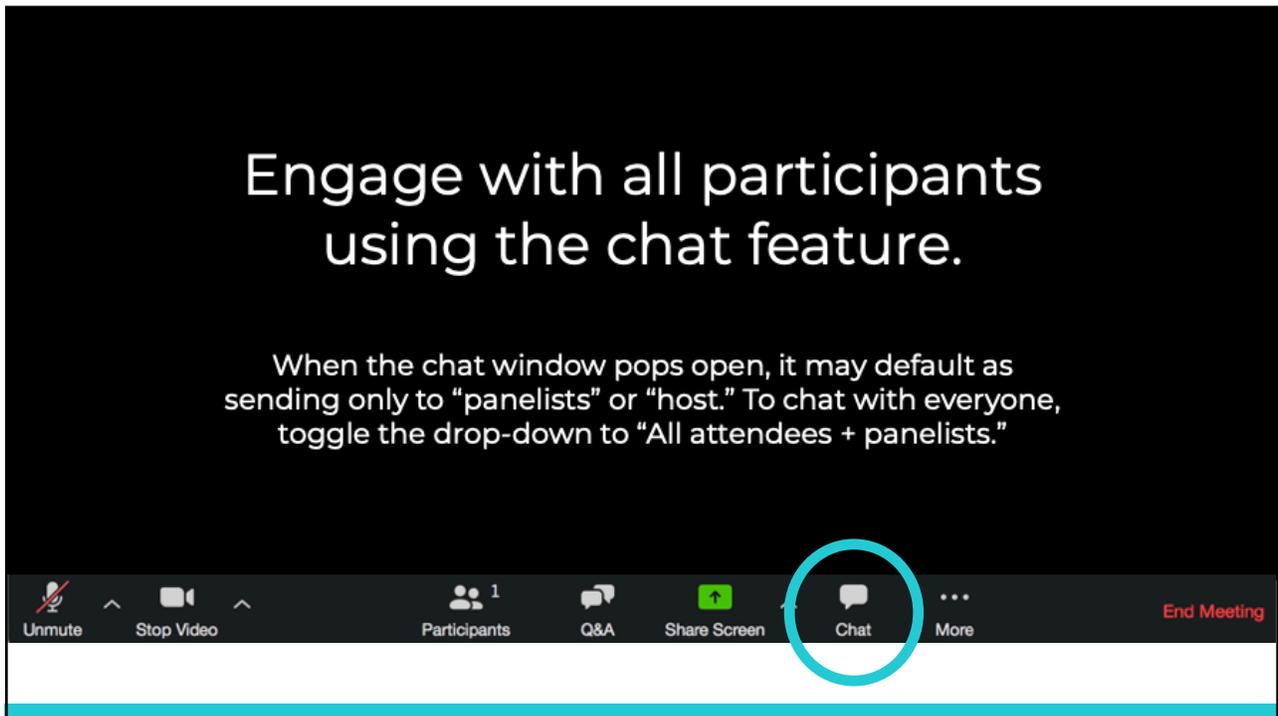
Welcome



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Introductions



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Rob McCarty

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Zach Guy

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Amanda Morton

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Lindsay Gross

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Sara Krueger

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Chat Moderators

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Your Turn



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Introductions

In the chat box, share the following as a single post:

- Name
- Role (formal or informal)
- Organization (no acronyms, please!)
- A question about social media you hope to have answered by the end of this discussion

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About the Series:

Branding & Marketing Best
Practices Amidst COVID-19

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About the Series

- Weekly series discussing different topics on how to navigate branding/marketing during the COVID-19 crisis
- Interactive - audience participation encouraged via questions and suggested topics
- We'll have various subject matter experts join us in the weeks to come

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About Today's Webinar:

How to Modify Your Social Media
Strategy Amidst COVID-19

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About Today's Webinar

- Focus today is on successfully modifying your social media strategy amidst COVID-19
- We're recording today's digital discussion (1 – 2 pm ET)
- Please actively engage with the chat function
- You're welcome to take screenshots
- We'll be sharing any relevant resources with you (e.g., recording, chat transcript, PPT and links)
- Follow-up blog posts will be made available on **EventGarde.com** and **TheImageShoppe.com**
- Sign-up for future events at **EventGarde.com/events**

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Agenda



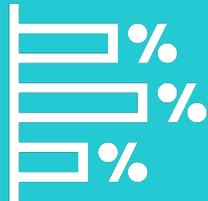
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Agenda

- High-level recap of messaging/talking points
- Current better practices for organic social posting: Strategy & tactics
- Current better practices for social advertising: Strategy & tactics
- Debrief and Q/A with live attendees
- Wrap-up and concluding remarks

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Let's Take a Poll



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Messaging for Social Media



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Messaging for Social Media

- Tone should be adjusted; offer silver linings
- Intentionality about content, images and word choice
- Ensure your content is still relevant, unique and adds value (e.g., certain products, services)
- Less formal, at home and behind-the-scenes
- Contributions to customers/community
- Camaraderie, teambuilding and wellness
- Future-focused/aspirational content

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Implementing Organic Social Media Tactics



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Implementing Organic Social Media Tactics During COVID-19

- Always keep customers and employees first!
- Ask yourself, “How can we provide a benefit?”
 - Example: [Burger King](#) vs. [McDonald's](#)
- Utilize brainstorming methods
- Can you creatively monetize your new/current offerings? Can you provide value with long-term results?
- This is the best time to use LinkedIn/networking sites, especially for B2B

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Social Media Engagement Ideas

- Entertainment packs
- Create teams and have them race to complete tasks
 - Video responses
 - Quizzes
 - Trivia
- Livestream weekly events, interviews, games, polls, competitions—anything to build a sense of community

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Implementing Paid Social Media Tactics



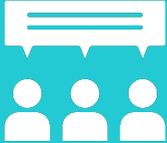
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Implementing Paid Social Media Tactics During COVID-19

- Consider necessity of your ad
 - Breaking through the noise isn't the goal right now
- Refined ad targeting
 - Geographical exclusions and inclusions
 - Exclusionary customer lists
- Rethink goals and conversion optimizations
 - Brick and mortar visits vs. webpage hits
 - Select and monitor the appropriate conversion objectives

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Debrief



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 <p>What stood out to you?</p>	

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 <p>What stood out to you?</p>	 <p>What confirmed your expectations?</p>

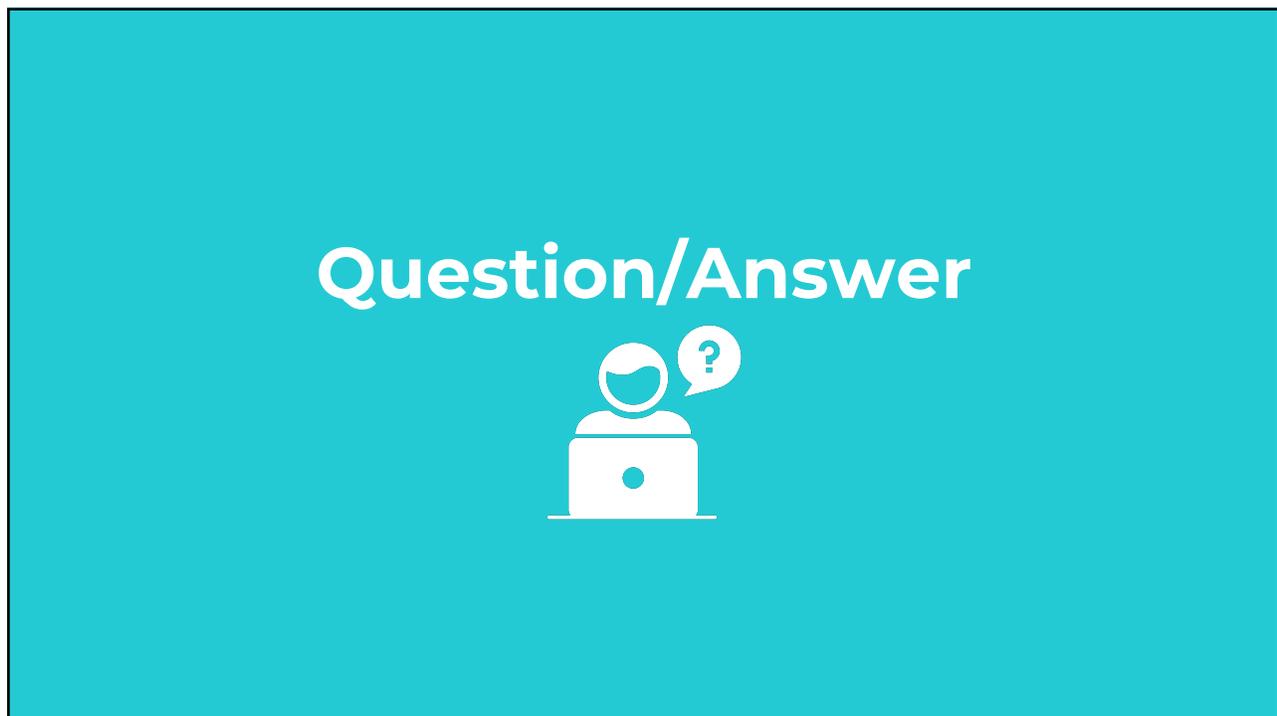
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 <p>What stood out to you?</p>	 <p>What confirmed your expectations?</p>
 <p>What are you still wondering about?</p>	

30

 <p>What stood out to you?</p>	 <p>What confirmed your expectations?</p>
 <p>What are you still wondering about?</p>	 <p>What will you take with you?</p>

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Save the Date

Episode 4:
Wednesday, April 22, 2020
1-2 p.m. ET

Episode 5:
Wednesday, April 29, 2020
1-2 p.m. ET

eventgarde.com/events

A photograph of a white "YEARLY PLANNER" for 2020 with a gold pen resting on it. The planner shows the months of October, November, and December. The days of the week are listed as SUN, MON, TUE, WED, THR, FRI, SAT. The numbers 1 through 10 are visible in the calendar grid.

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A teal rectangular area with a thin black border. It contains two rows of contact information. The first row features a portrait of Rob McCarty (a man with glasses, dark hair, wearing a dark polo shirt) on the left. To his right, the name "Rob McCarty" is written in teal, and "theimageshoppe.com" is written in black below it. The second row features a portrait of Aaron Wolowiec (a bald man with a beard, wearing a grey blazer over a light purple shirt) on the left. To his right, the name "Aaron Wolowiec" is written in teal, and "eventgarde.com" is written in black below it. At the bottom right of the teal area, there is a black rectangular bar with the text "Contact Us" in white.

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