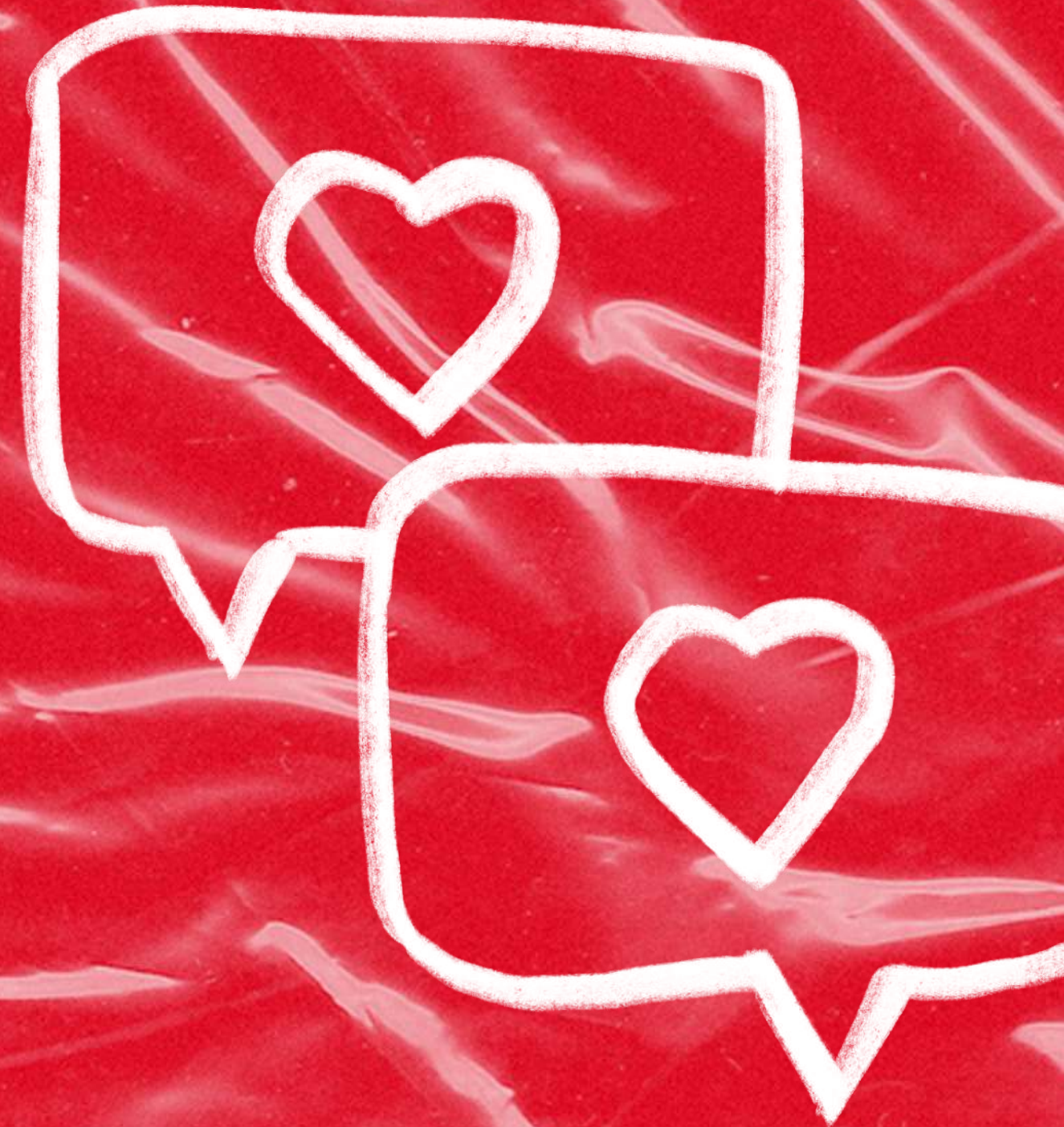


COVID-19

What changed
and how to adjust
your social media strategy

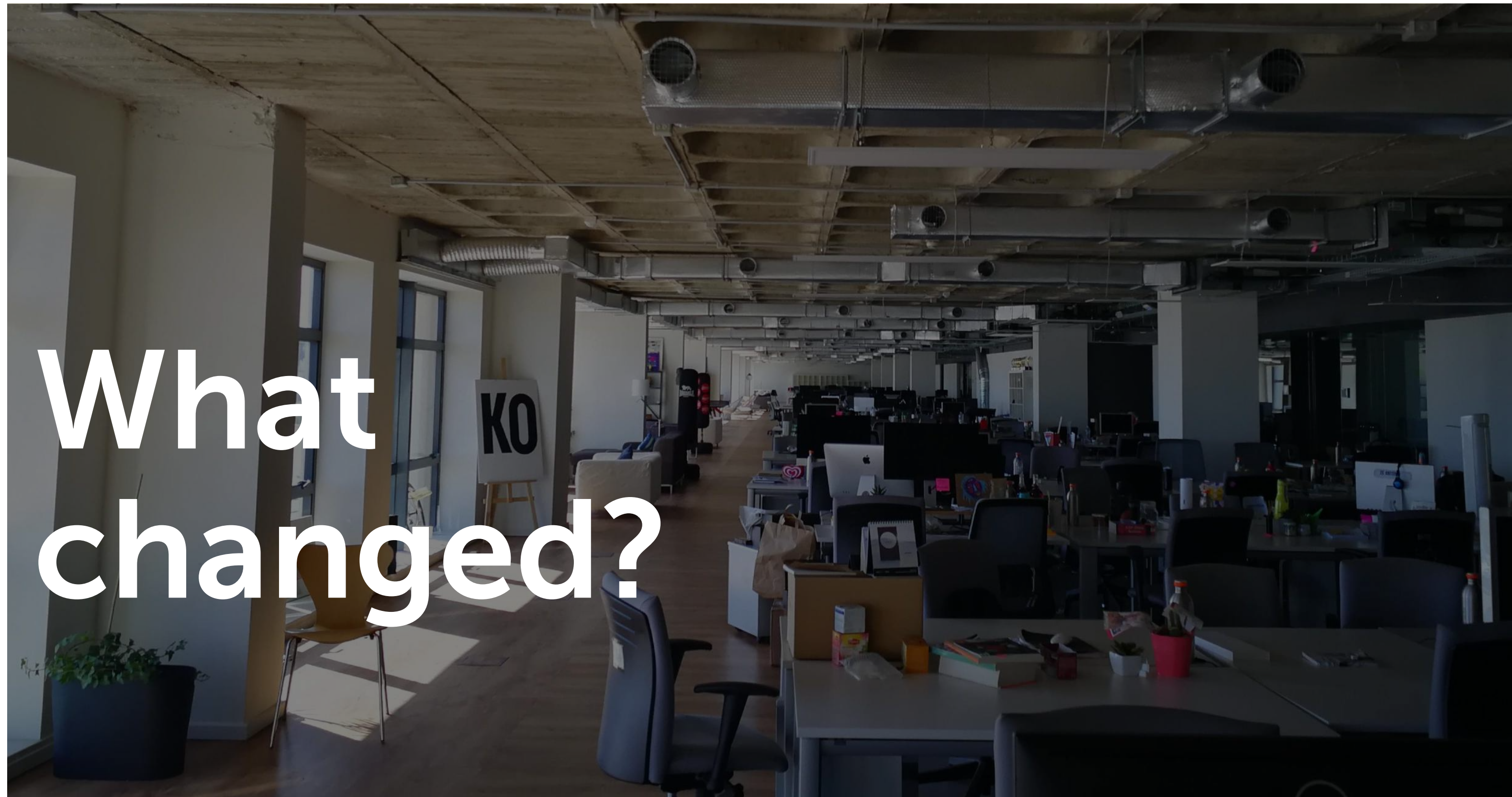


Interactive
brands
agency

Context

The world was caught up by surprise. Many things have changed in a short time and all of us are learning something new every day.

This requires a close analysis of the most recent data, news and trends.
Only by understanding what changed can we move forward and plan our strategy.



What changed?

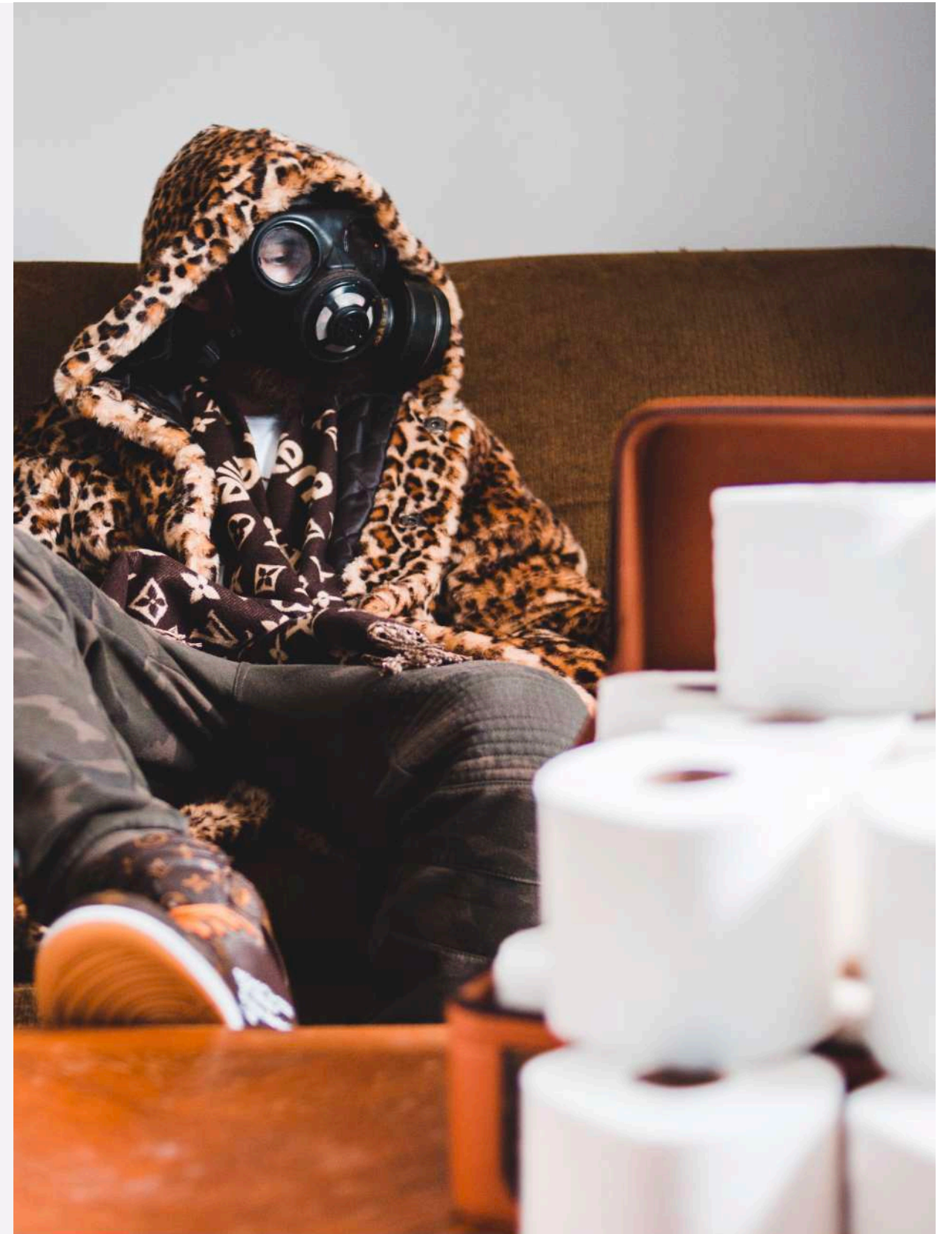
BY

COVID-19 — WHAT CHANGED?

What changed?

Many things. But mostly, our habits.

This includes our consumption behaviour.
The way people consume has been
dramatically affected by the epidemic and
consequent lockdown.



What changed?

Industries

Some industries were more affected than others. **There are many variables but the main factor is the industry nature** - if your business depends on 100% of a physical presence, this epidemic likely has a strong impact on your company.

The second question urges from there - **can you, at any level, lead a digital transformation?** It might be a true lifesaver in this extremely sensitive situation.



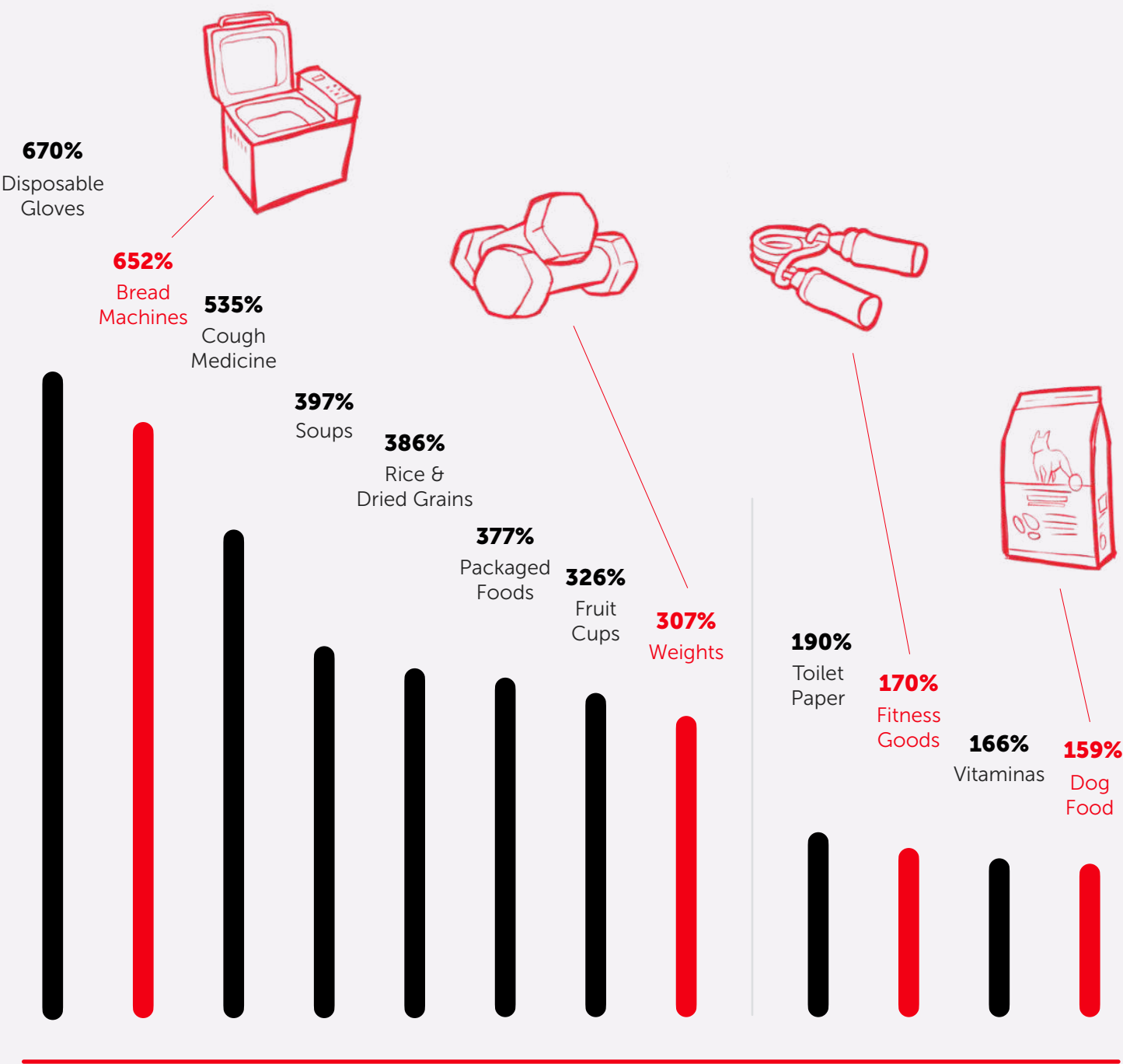
What changed?

E-commerce

Of course a great growth of products' sales was expected, directly associated with COVID-19 - such as disposable gloves and masks. But when analysing this **Top 10 fastest growing e-commerce product categories**, we find some curious data:

- Bread Machines: +652%;
- Weights and Fitness goods: 307% and 170% respectively;
- Dog Food: 159%.

Source: [Visual Capitalist](#)



What changed?

Media Consumption

Media Consumption also changed. These were the main conclusions of a survey, conducted by the Global Web Index.



What changed?

Media Consumption

Over half of the **GEN Z** age group are consuming significantly more **online video** content than before the COVID-19 outbreak;

Source: [Visual Capitalist](#)

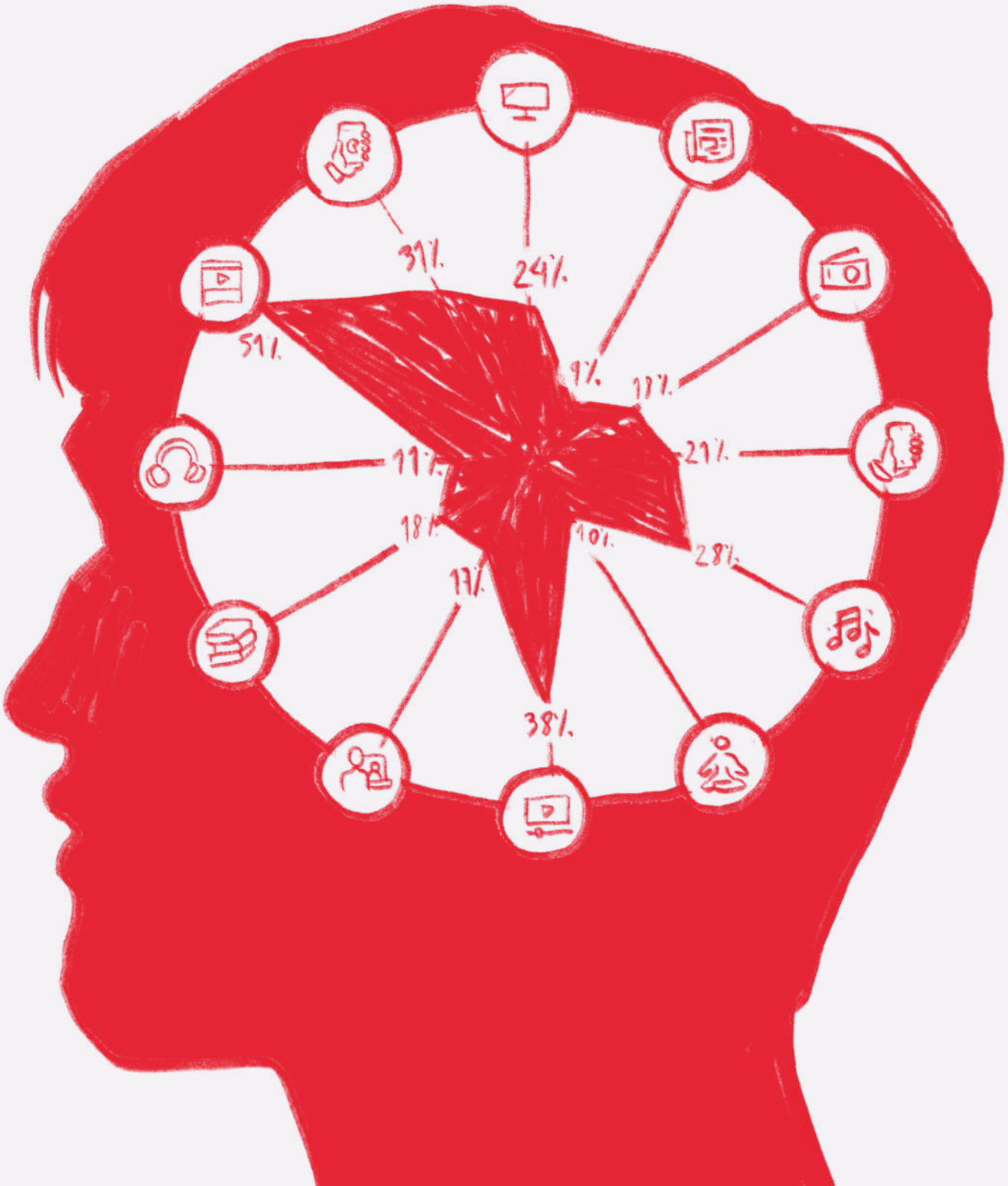


Gen Z

16 - 23 years old

- 38% - Online TV/Streaming
- 17% - Livestreams
- 18% - Books/Literature
- 11% - Podcasts
- 51% - Online Videos
- 31% - Video Games
- 24% - Broadcast TV
- 9% - Physical press
- 18% - Radio
- 21% - Online Press
- 28% - Music-streaming
- 10% - None of these

Source: [Visual Capitalist](#)

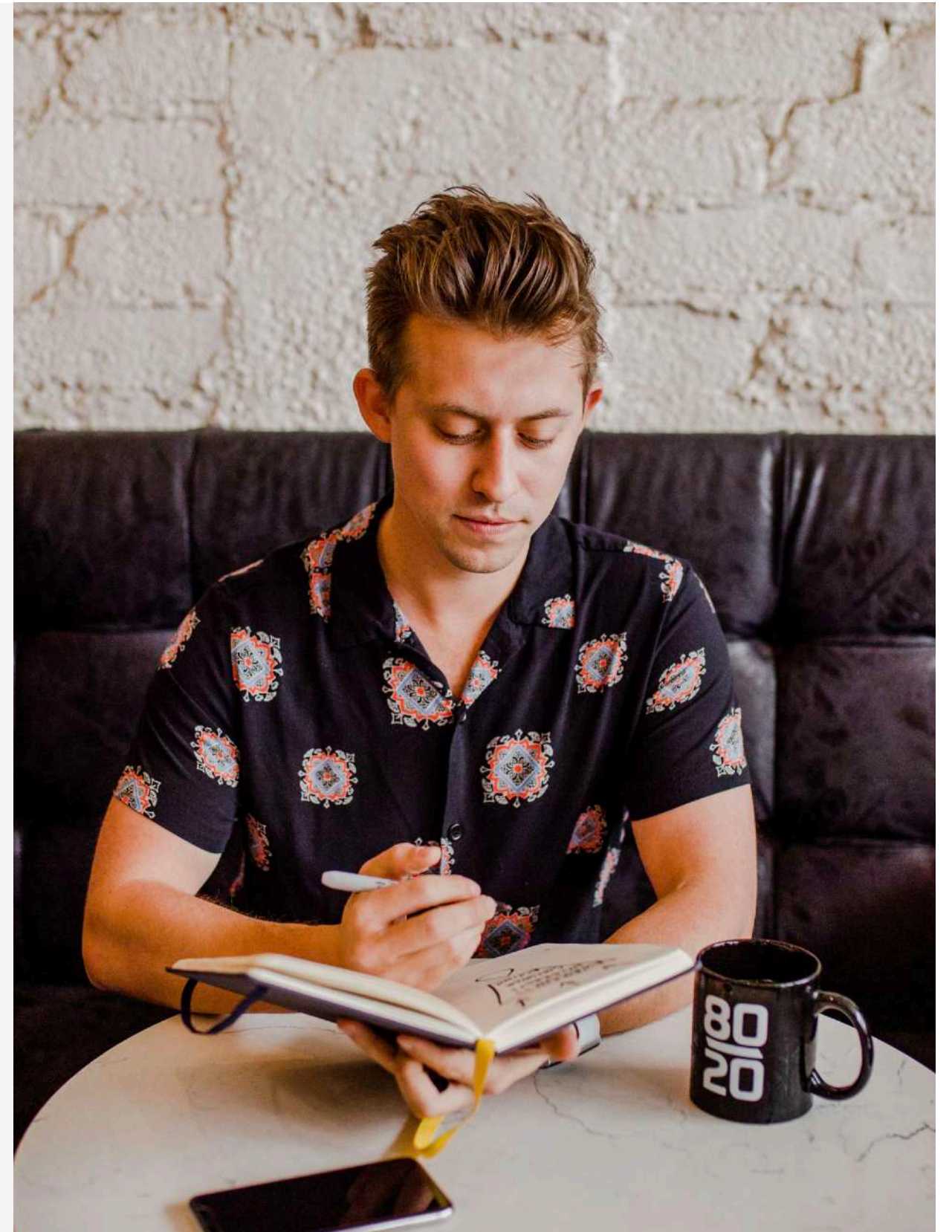


What changed?

Media Consumption

MILLENNIALS have started consuming, or are consuming more content across several media types, including **online video, online TV** and **broadcast TV**;

Source: [Visual Capitalist](#)



Millennials

24 - 37 years old

- 41% - Online TV/Streaming
- 30% - Livestreams
- 20% - Books/Literature
- 20% - Podcasts
- 44% - Online Videos
- 31% - Video Games
- 35% - Broadcast TV
- 19% - Physical press
- 26% - Radio
- 36% - Online Press
- 35% - Music-streaming
- 10% - None of these

Source: [Visual Capitalist](#)



What changed?

Media Consumption

GEN X have increased their **TV watching time** more than any generation, but are also **watching TV online**;

Source: [Visual Capitalist](#)



Gen X

38 - 56 years old

- 38% - Online TV/Streaming
- 21% - Livestreams
- 21% - Books/Literature
- 10% - Podcasts
- 35% - Online Videos
- 19% - Video Games
- 45% - Broadcast TV
- 7% - Physical press
- 38% - Radio
- 31% - Online Press
- 27% - Music-streaming
- 17% - None of these

Source: [Visual Capitalist](#)



What changed?

Media Consumption

BABY BOOMERS appear to have changed their media consumption the least as a result of the outbreak, with an increase in **watching broadband TV** most apparent.

Source: [Visual Capitalist](#)



Baby Boomers

57 - 64 years old

- 21% - Online TV/Streaming
- 9% - Livestreams
- 13% - Books/Literature
- 4% - Podcasts
- 11% - Online Videos
- 10% - Video Games
- 42% - Broadcast TV
- 7% - Physical press
- 18% - Radio
- 15% - Online Press
- 12% - Music-streaming
- 24% - None of these

Source: [Visual Capitalist](#)



What changed?

Social Media Consumption

During the last month (March to April), there were **significant changes** in **Social Media Consumption**.



What changed?

Social Media Consumption

Facebook registered
an **increase of 37% active users;**

Source: [Social Bakers, 2020](#); [New York Times, 2020](#); [Facebook News, 2020](#).



What changed?

Social Media Consumption

Instant-messages platforms, such as Facebook Messenger and WhatsApp registered an **increase of consumption of 50%;**

Source: [Social Bakers, 2020](#); [New York Times, 2020](#); [Facebook News, 2020](#).

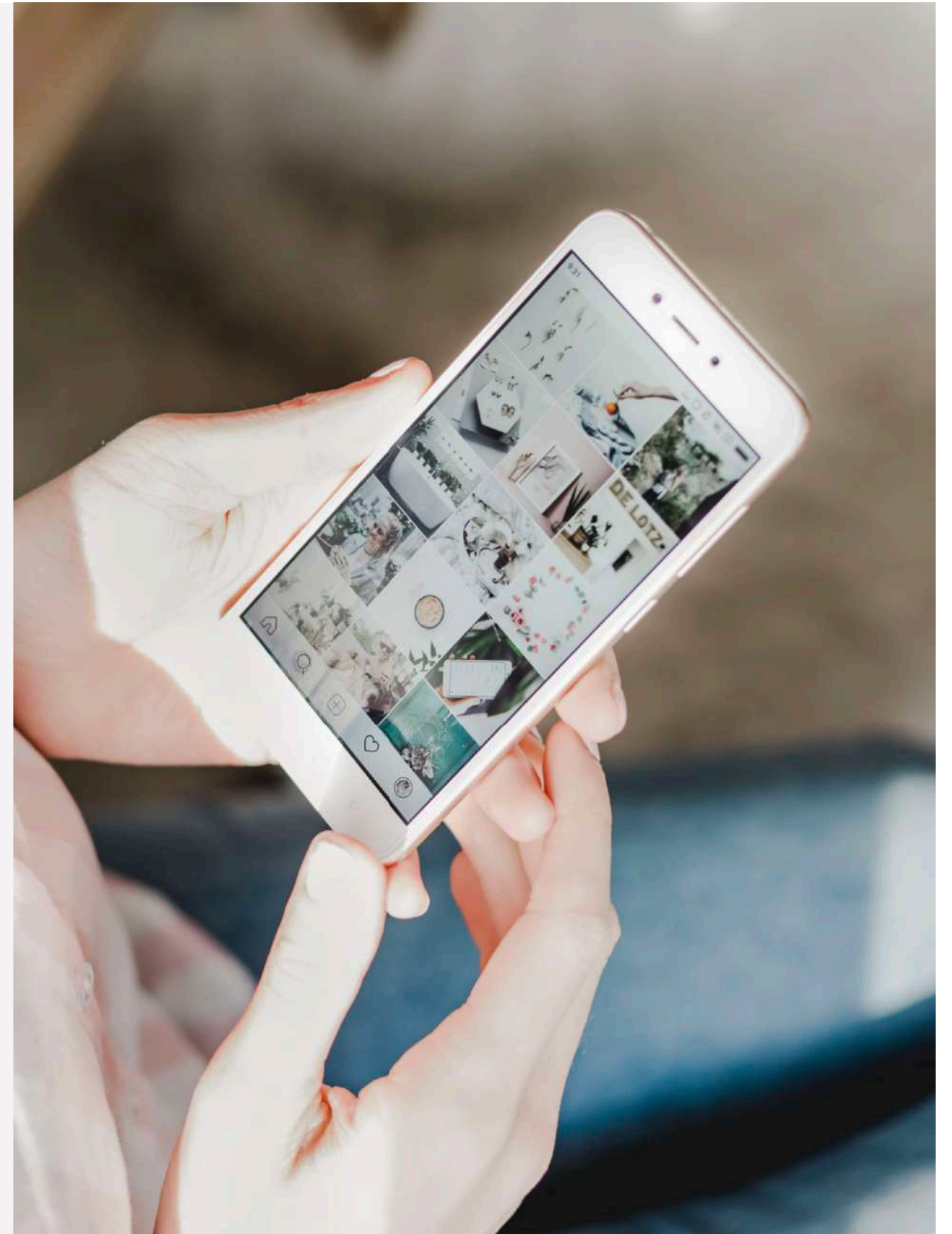


What changed?

Social Media Consumption

The **time per day** spent on Facebook, Instagram and Instant-messages platforms **increased by 70%.**

Source: [Social Bakers, 2020](#); [New York Times, 2020](#); [Facebook News, 2020](#).

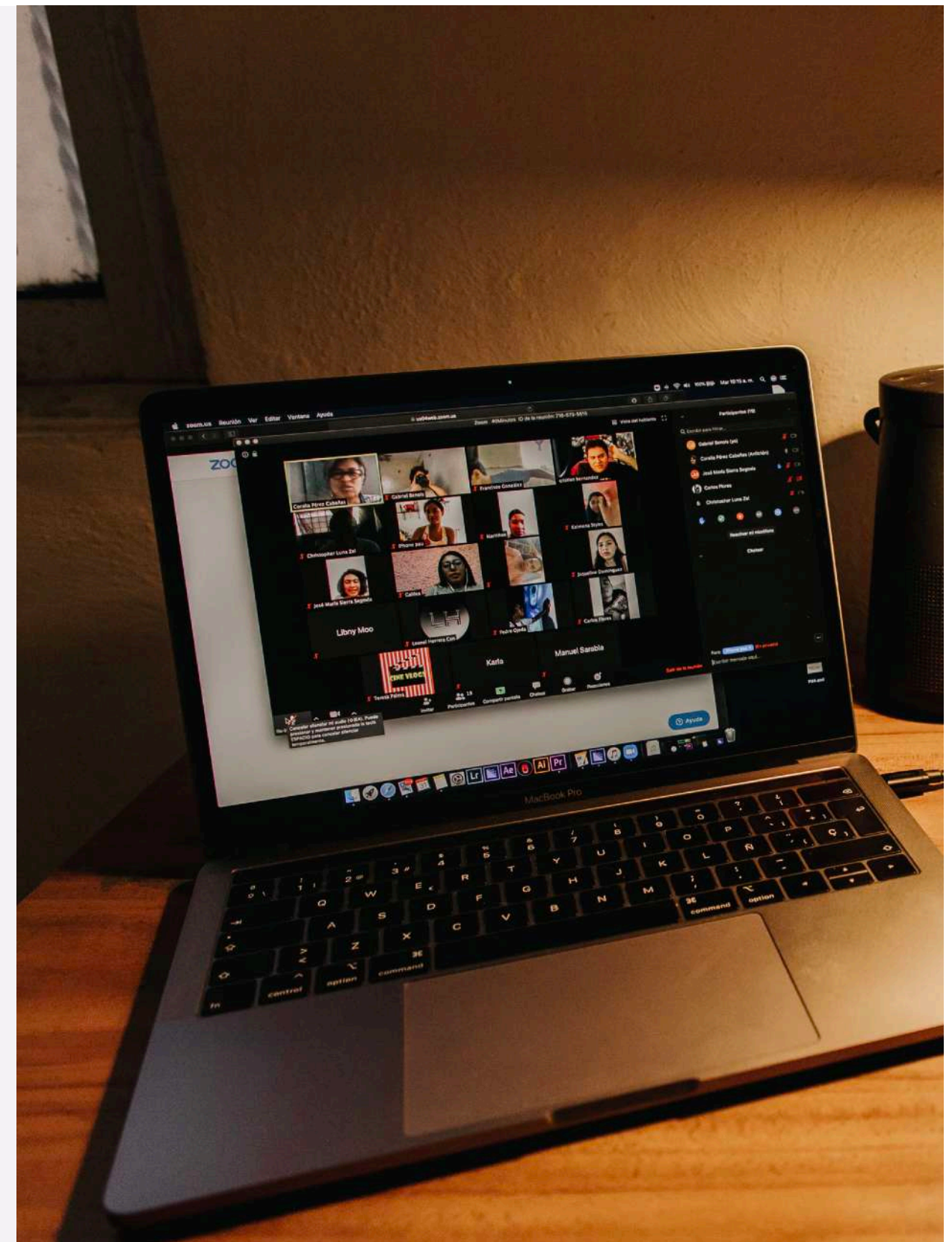


What changed?

Social Media Consumption

The time spent in **Group Calls**
(more than 3 participants) **increased**
more than 1000%;

Source: [Social Bakers, 2020](#); [New York Times, 2020](#); [Facebook News, 2020](#).

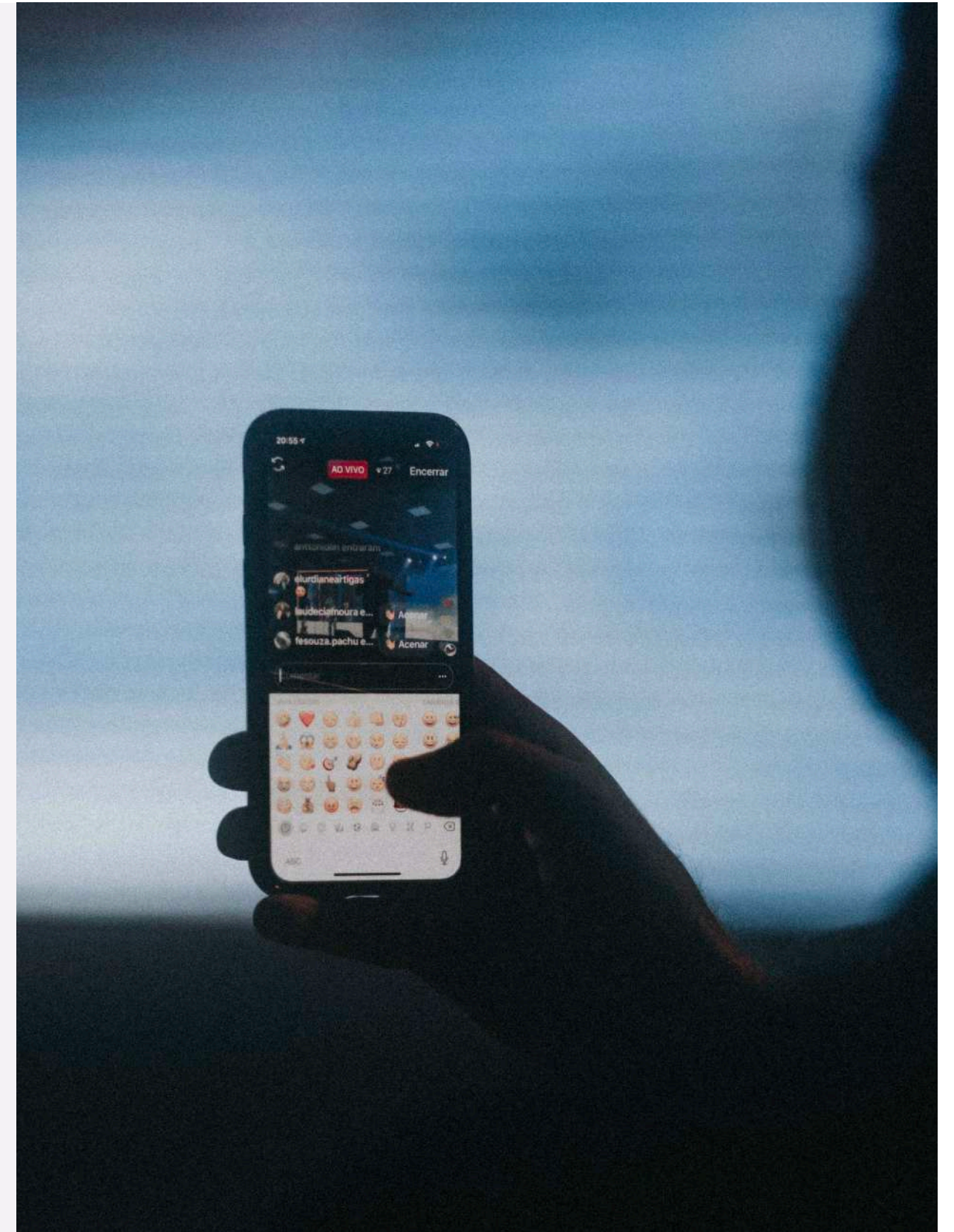


What changed?

Social Media Consumption

Both Facebook and Instagram
Lives doubled live views.

Source: [Social Bakers, 2020](#); [New York Times, 2020](#); [Facebook News, 2020](#).



What changed?

Social Media Consumption per content

People are also looking for different information and content depending on the platform.



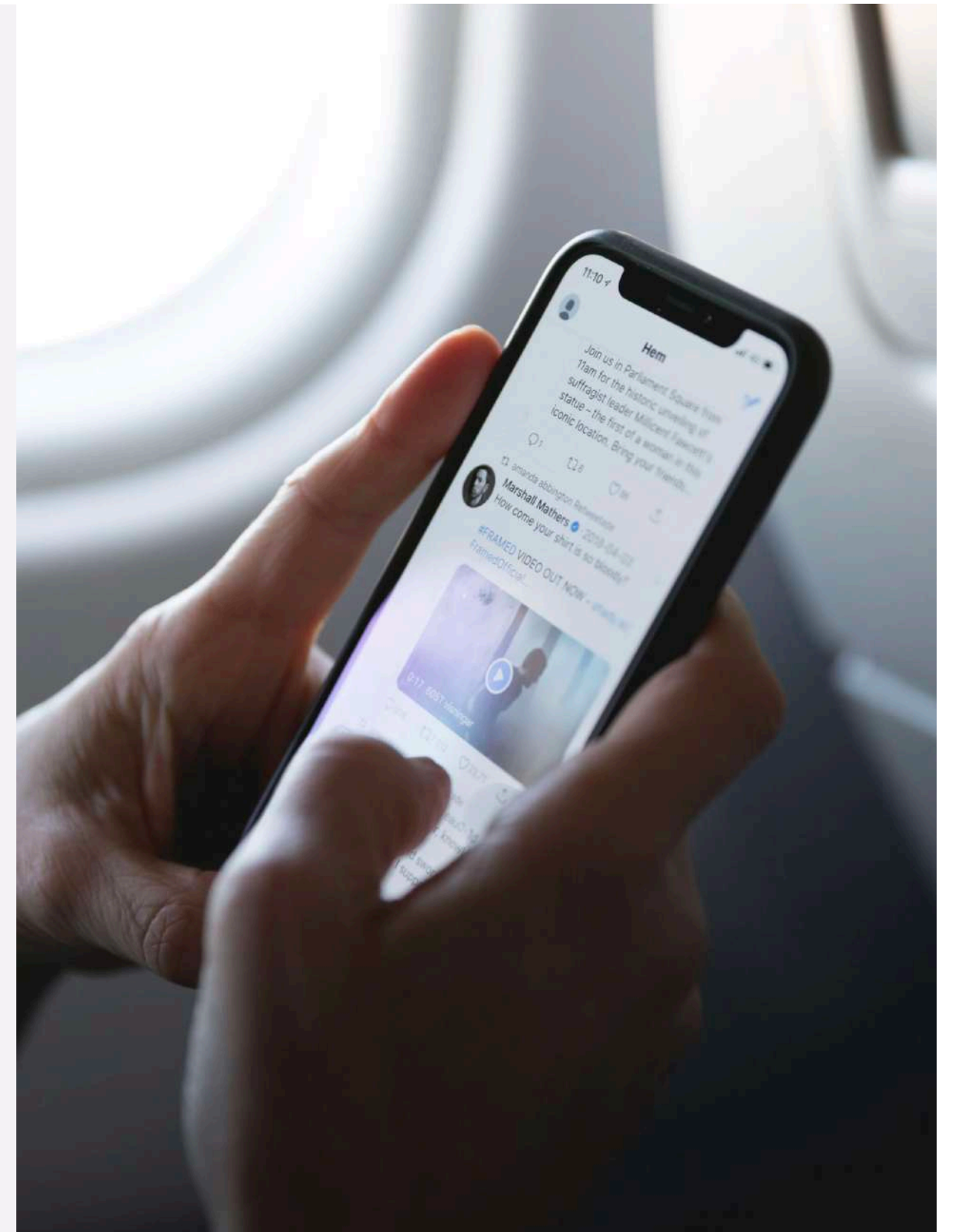
What changed?

Social Media Consumption

Twitter is the **most used platform** on which **brands choose to talk about this COVID-19 crisis.**

There's also a clear divide between people interested in hearing about the virus and people interested in social distancing advice.

Source: [SocialInsider](#)

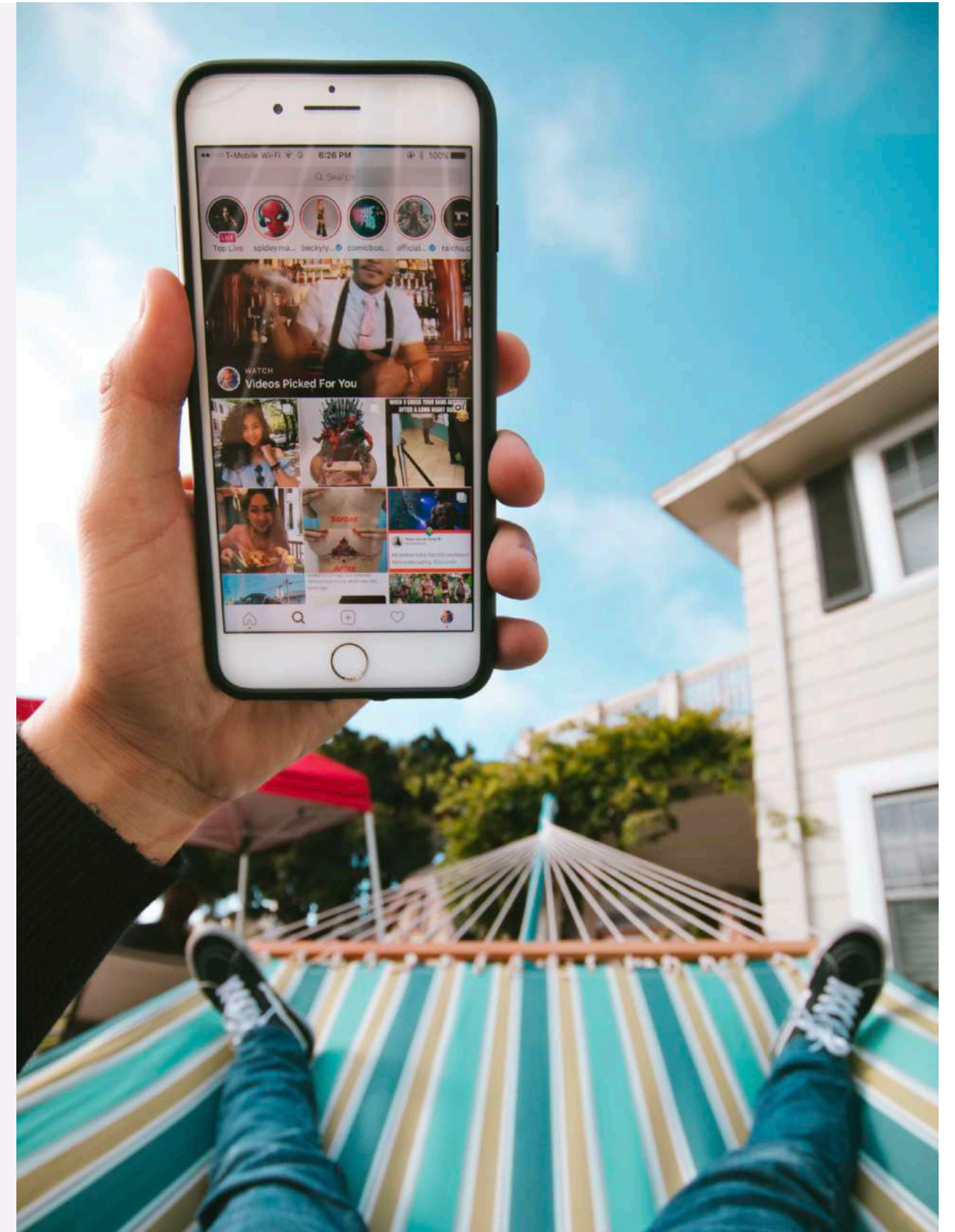


What changed?

Social Media Consumption

Instagram is the platform for social distancing posts. Brands are using this channel to advise people on the importance of social distancing.

Source: [SocialInsider](#)

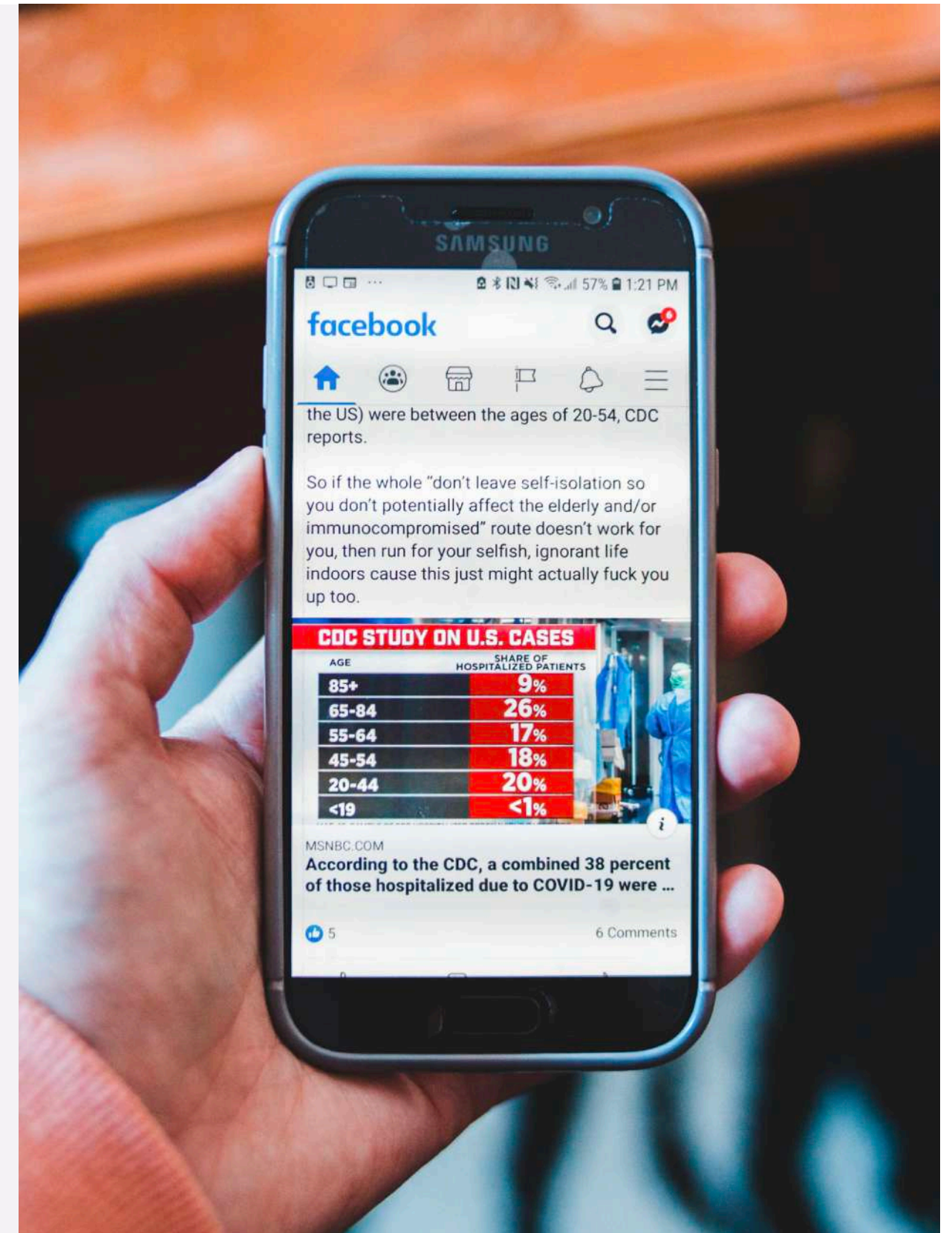


What changed?

Social Media Consumption

Most discussions on Facebook
focus on information about COVID-19.

Source: [SocialInsider](#)

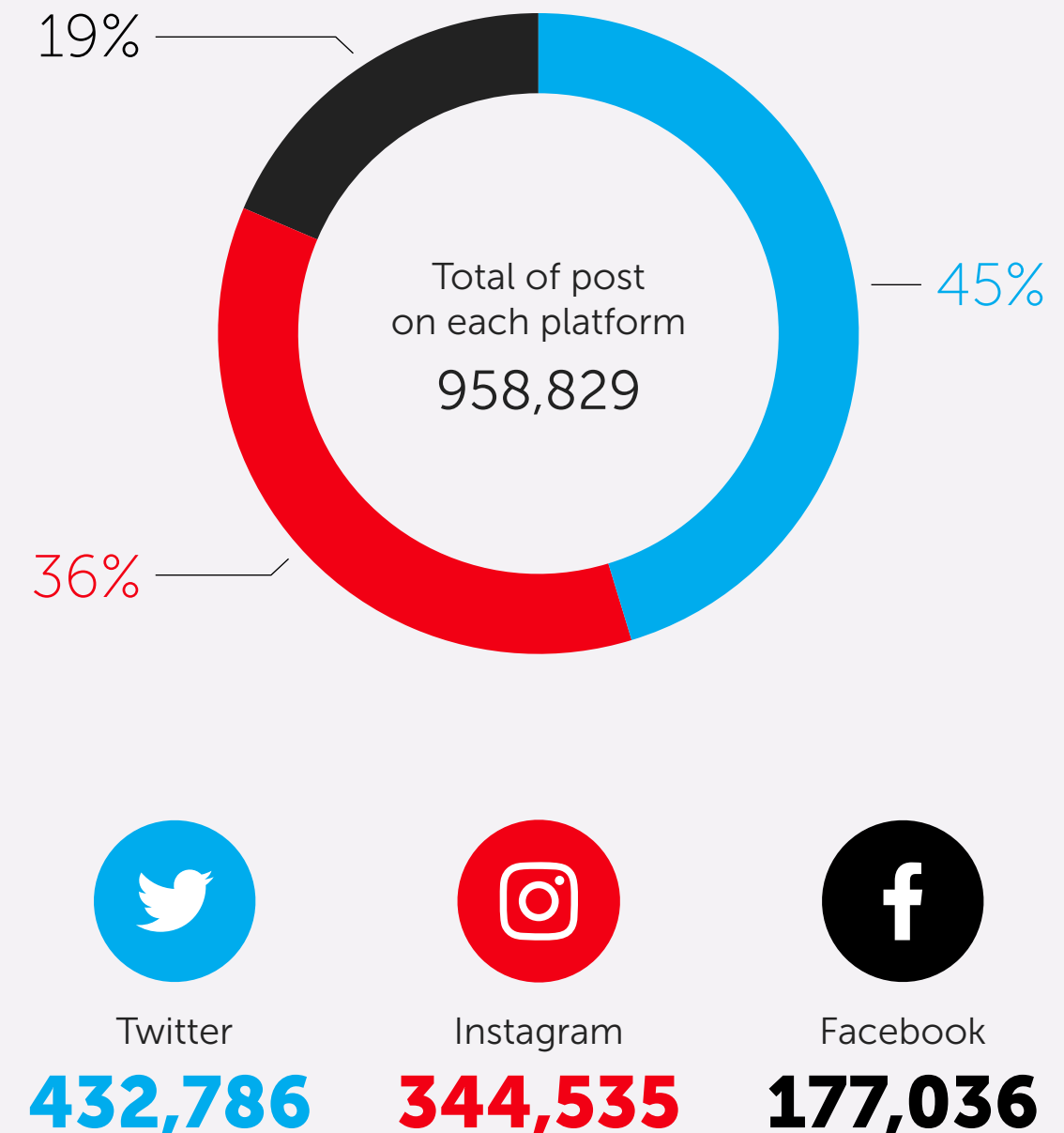


What changed?

COVID-19 Communication on Social Media

Acknowledging there is an issue at large is a sign of transparency, and this is typically well-received by the audience. Between October 2019 and March 2020, there was a total of 958,829 posts related to the COVID-19 crisis on Facebook, Instagram and Twitter.

Source: [SocialInsider](#)

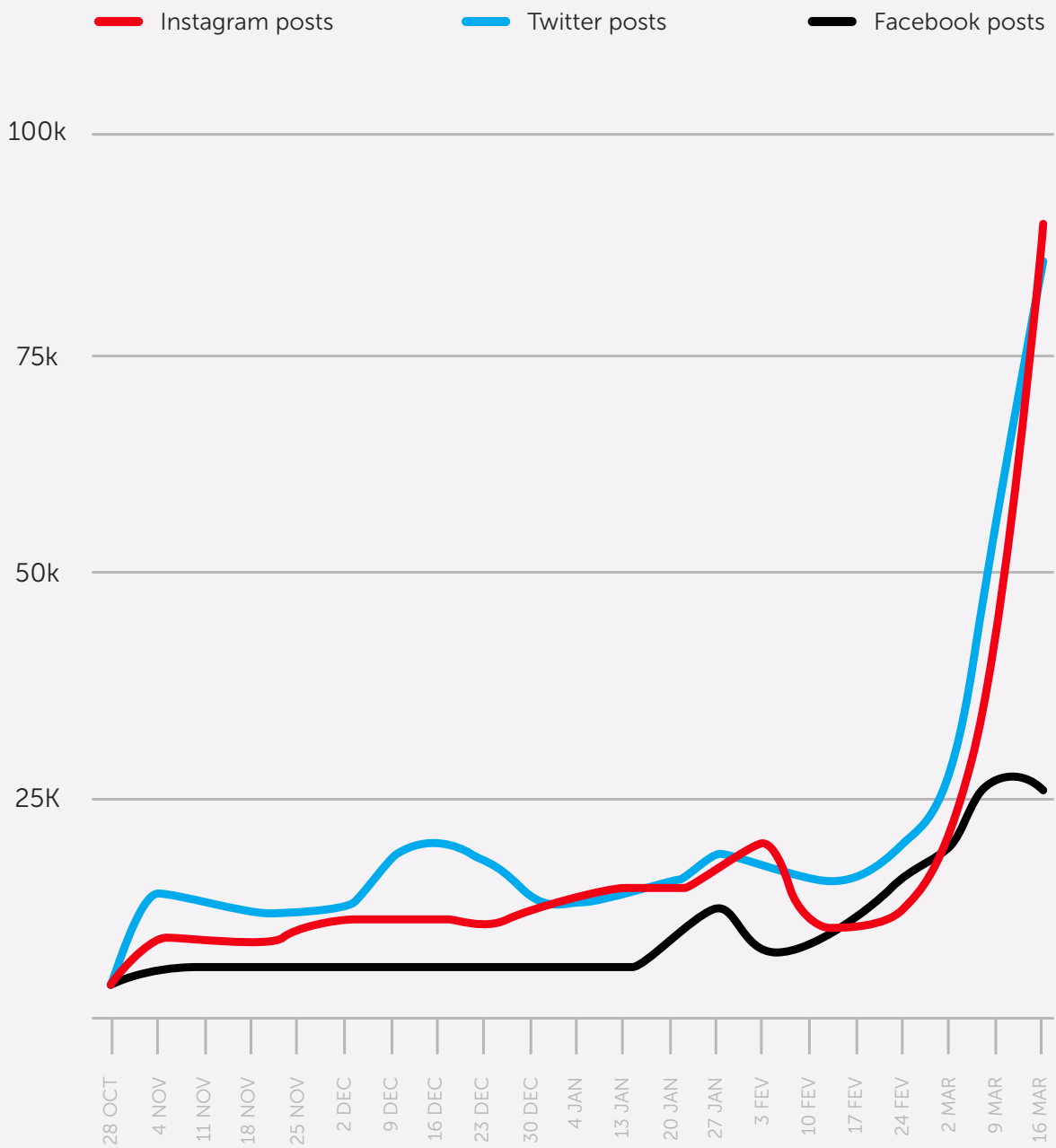


What changed?

COVID-19 Communication on Social Media

Evolution of posts about COVID-19 & social distancing, during the last months.

Source: [SocialInsider](#)



What changed?

COVID-19 Communication on Social Media

Most brands center their communication around social distancing.

Source: [SocialInsider](#)

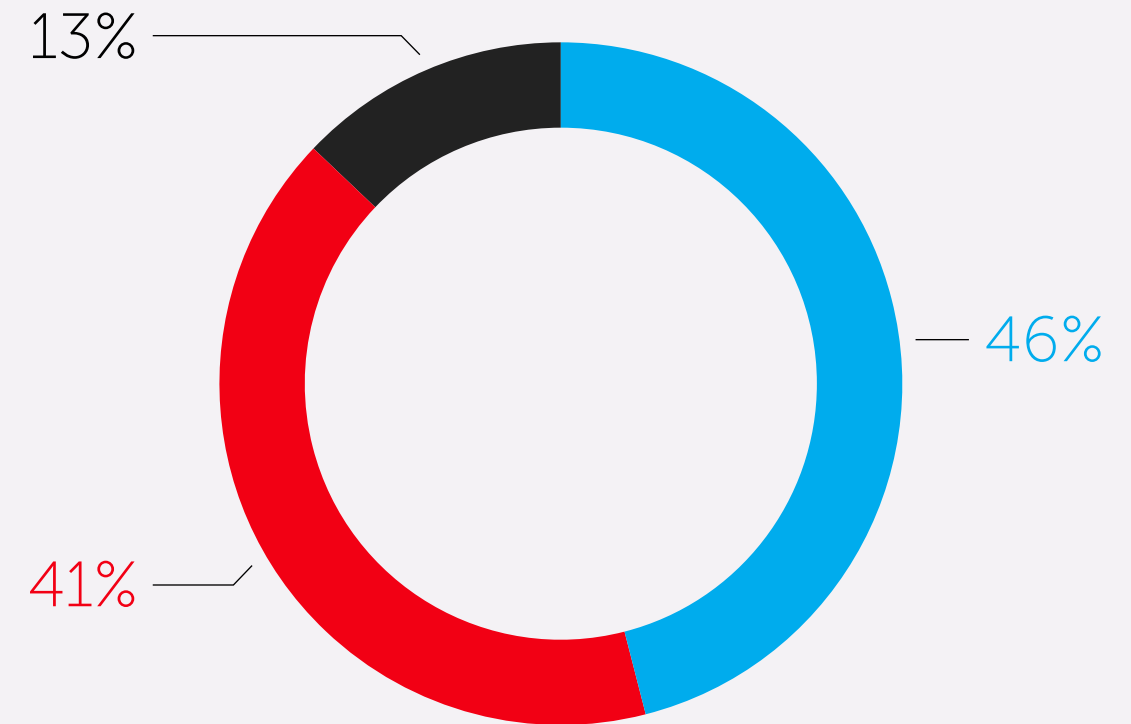


What changed?

COVID-19 Communication on Social Media

Brands use Twitter the most when talking about the coronavirus crisis.

Source: [SocialInsider](#)



Twitter



Instagram



Facebook

What changed?

Time Spent

Time is a precious asset.
We already knew that, but now
there's a reinforced certainty
about this matter.



What changed?

Time Spent

As our habits are changing, people are spending more time doing indoor activities, where we stress these:

- Watching TV/ movies;
- Shop online;
- Videochat;
- And again, more time spent on social media.

Source: [Ogilvy](#)



What changed?

Sentiment

Portuguese people are very uncertain about the length and depth of the economic impact of the virus, which exacerbates past fears regarding the country's economy.



What changed?

Sentiment

Households are already feeling the effects of the crisis on their finances and are cutting back on their spending, with the majority believing that this impact will last more than four months. **However, they expect to increase their online purchases for food and at-home entertainment.**

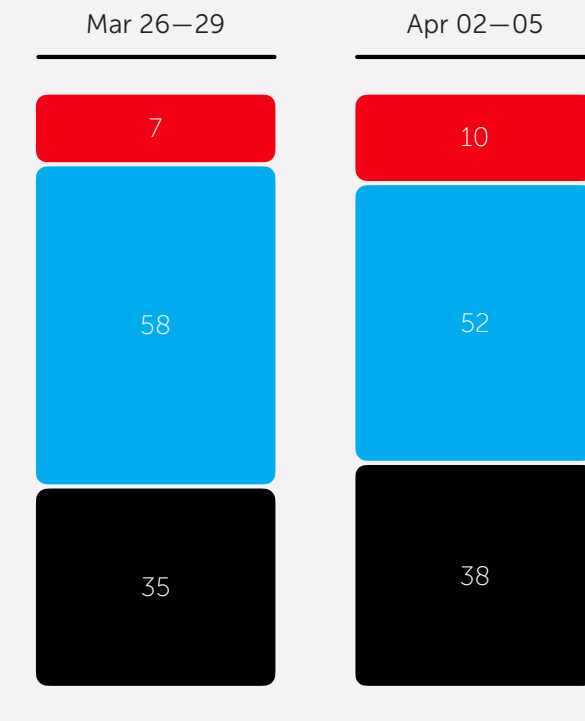
Source: [McKinsey](#)

Confidence in own country's economic recovery after COVID-19.

% of respondents

Portugal

- **Optimistic:** The economy will rebound within 2-3 months and grow just as strong or stronger than before COVID-19
- **Unsure:** The economy will be impacted for 6-12 months or longer and will stagnate or show growth thereafter.
- **Pessimistic:** COVID-19 will have lasting impact on the economy and show regression/fall into lengthy recession.

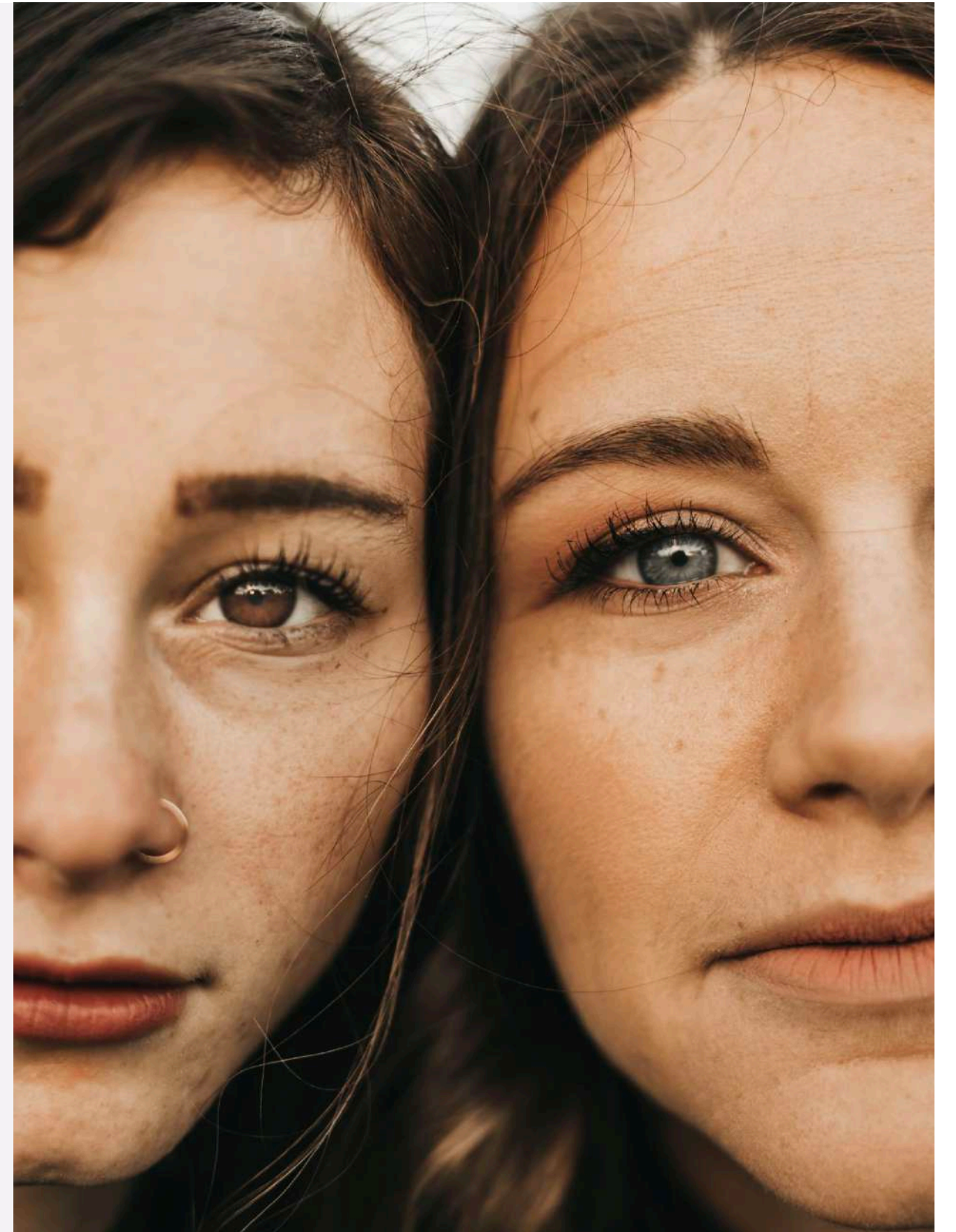


What changed?

Us. We all did.

Suddenly our concerns changed.
Our priorities as well. It's inevitable to
rethink our lives, our careers, our
habits. And that's something that can be
valuable and positive for the future.

That's why brands should embrace this
rethinking as well.





Rethink your social media strategy

BY

COVID-19 — RETHINK YOUR SOCIAL MEDIA STRATEGY

Rethink your social media strategy

Listen. Evaluate. Rise to the occasion.

Social Media plays a special role in these times of social isolation, allowing us to feel close to each other, even though we are apart.



The importance of Social Media

As we have analysed, Social Media consumption has been increasing significantly in the last month and tends to follow this trend in the near future. Also, as we already know, social media is the front-line of a brand's communication, which grants it both power and major responsibility.

"Modern consumers are savvy. They demand transparency and see through posturing. As social specialists, we sit close to culture and are exposed to feedback and critique. Social media provides consumers with a direct line to brands, and consumers are using that to question and challenge us."

However, while businesses are under scrutiny and even at risk of bankruptcy, the coronavirus pandemic also offers an opportunity for brands to rise to the occasion and make a memorable impact."

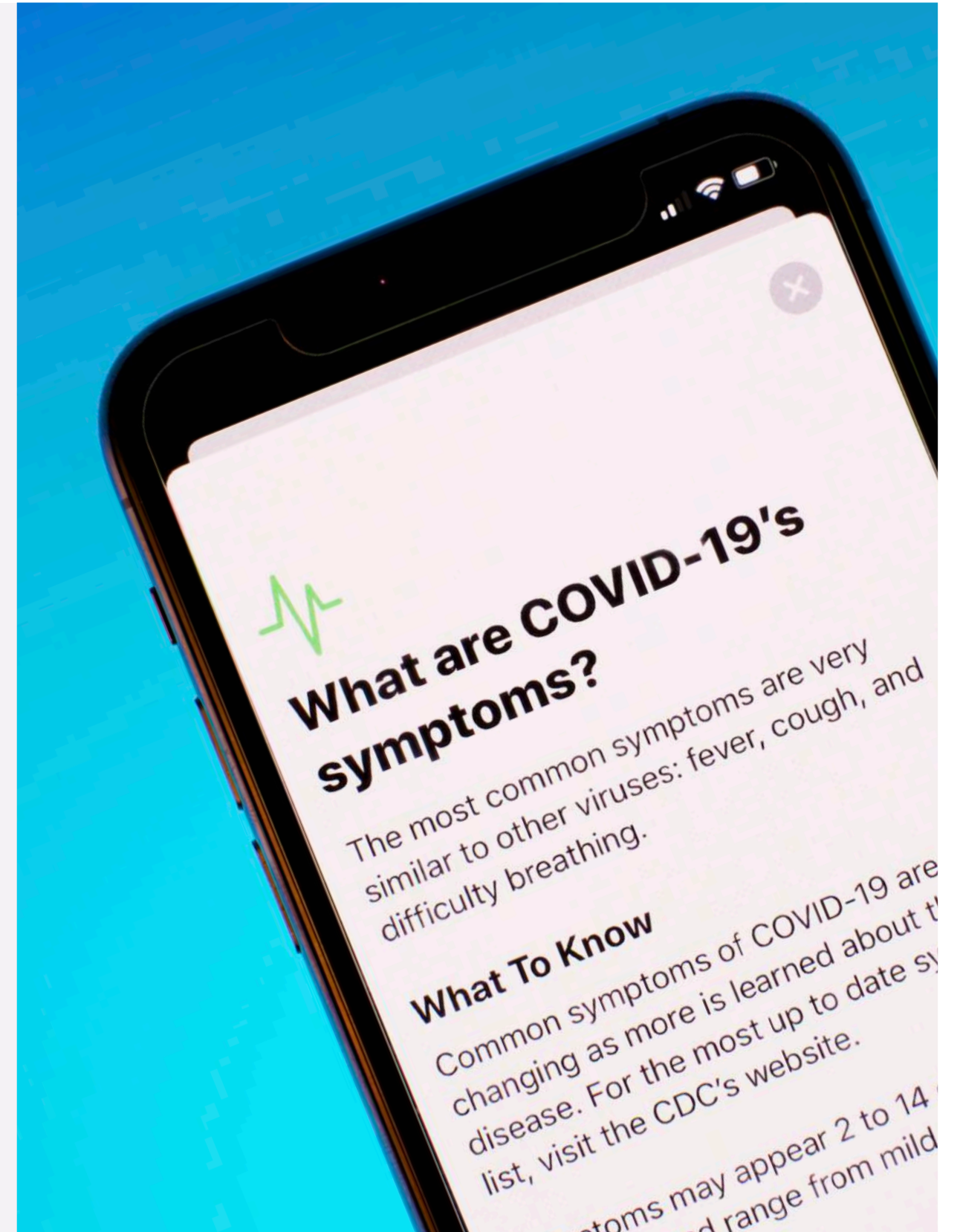
Source: Ogilvy

Rethink your social media strategy

What's the challenge?

In a time that everyone is talking about coronavirus, that all media is flooding with news about this subject and people are sharing an excessive number of social posts with #corona mentions, the big question is:

What role should brands play in this conversation?



How should the brands act?

Rethink your social media strategy

How should the brands act?

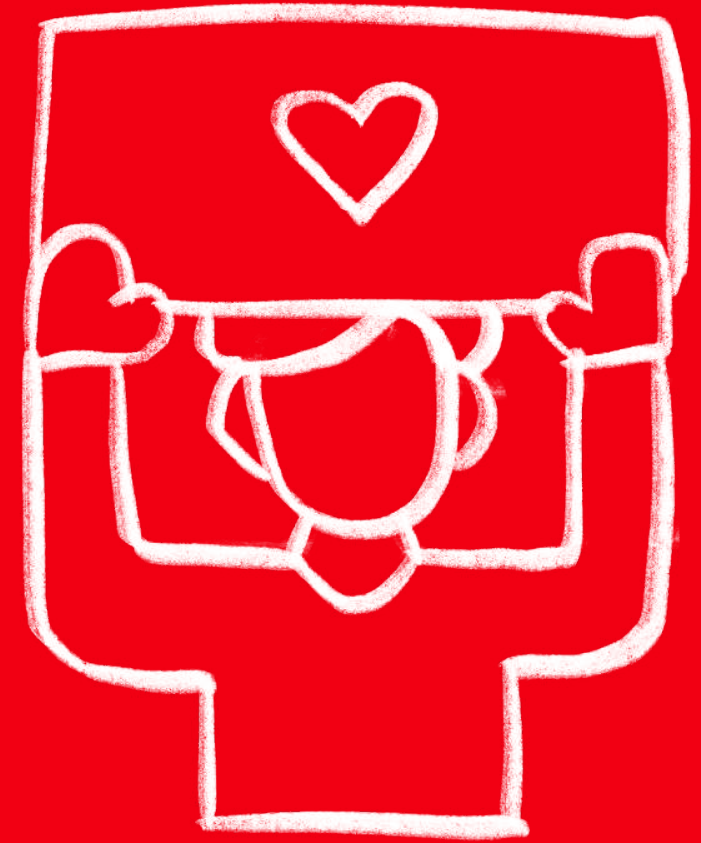
Well, first, we want you to think about your audience: what are they feeling, what kind of information and contents are they looking for and which ones fit with your brand. After this, make sure you follow these principles.



How should the brands act?

1. Review planned campaigns and contents

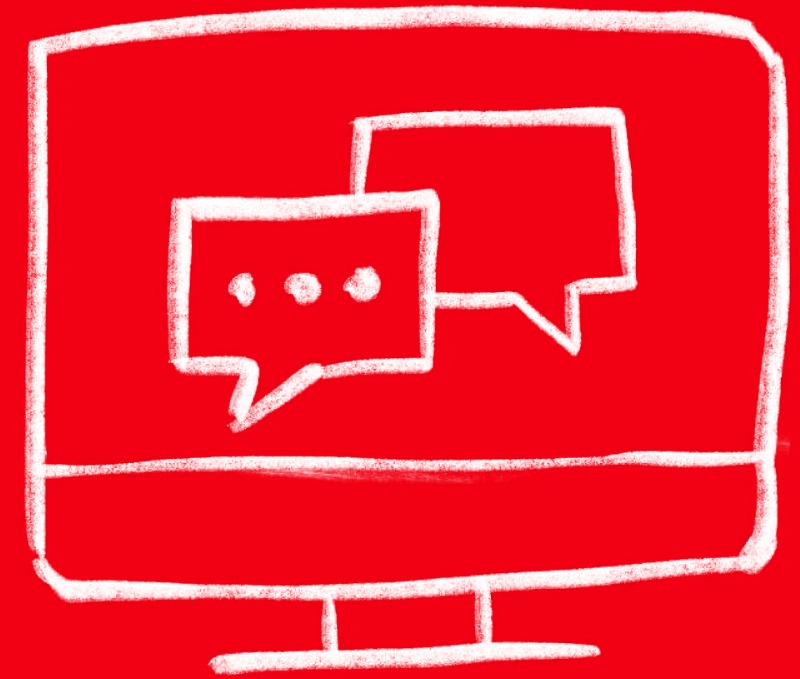
Make sure your tone, messages, contents and campaigns are aligned and are relevant in the current situation. If they are not, adapt them; If it's impossible to adapt, postpone or cancel.



How should the brands act?

2. Listen first

Monitoring your community and all conversations around your brand it's a valuable input that can help you understand the current sentiment towards your brand and how to respond.



How should the brands act?

3. Look around

See what other brands are doing:
competitors and non-competitors.

A strategical benchmark can help you understand
what examples you should follow and what mistakes
you should avoid.



How should the brands act?

4. Be transparent and authentic

Communicate openly and stay truthful to your brand.
This a sensitive situation where people expect honesty
- don't pretend to be something you're not.



How should the brands act?

5. Be creative

In a time that we have to stay in, it's even more important to think outside the box. Everyone is communicating so it's important to stand out from the crowd, but remember: never lose relevance.



How should the brands act?

6. Adapt your Strategy

After analysing new data, consumer behaviour and trends, it's time to join both strategic and creative insights in order to adjust your communication.



How should the brands act?

7. Be a positive player

Consider ways that your brand can help. Making a difference and having a positive impact on society works both ways - it's good for everyone, even for your brand.



How should the brands act?

8. Rise to the Occasion

In sensitive times, every action matters.
At the end of the day, nothing is better than
leading by example.



Do's



- Show empathy and give comfort
- Recognise and affirm new social norms
- Help people build new rituals at home
- React day by day to your costumers' needs
- Cultivate a sense of shared experience
- Use your regular brand voice
- Be authentic and transparent with your target
- Show your customers that we are all in this together

Dont's



- Talk without adding value
- Plan too much or schedule posts & campaigns. Life changes everyday during the COVID-19 pandemic
- Change your brand voice, people like you because of you were until now
- Patronise
- Talk like other brands - you are not other brands
- Change your principles
- Assume your audience is consuming content the same way as they always have
- Share anything insensitive or that could induce panic

Do's



- Share updates to convey important information regarding how your service will be impacted
- Tailor your language to the situation
- Reply to your customers' questions & doubts
- Be empathic and supportive
- Adapt your market to your clients' needs
- Give clear and to-the-point information
- Fight boredom by creating interactive ways of communication (if it fits your brand characteristics)

Dont's



- Use this as a marketing opportunity or try to otherwise profit off of the novel coronavirus
- Share the same message to everyone
- Share updates just for the sake of sending updates
- Spread rumours include unproven information
- Refrain from anything controversial or insensitive
- Pretend to be an expert and jump into every trending topic
- Assume your planned campaigns won't need tweaking



By Interactive Brands Agency

BY

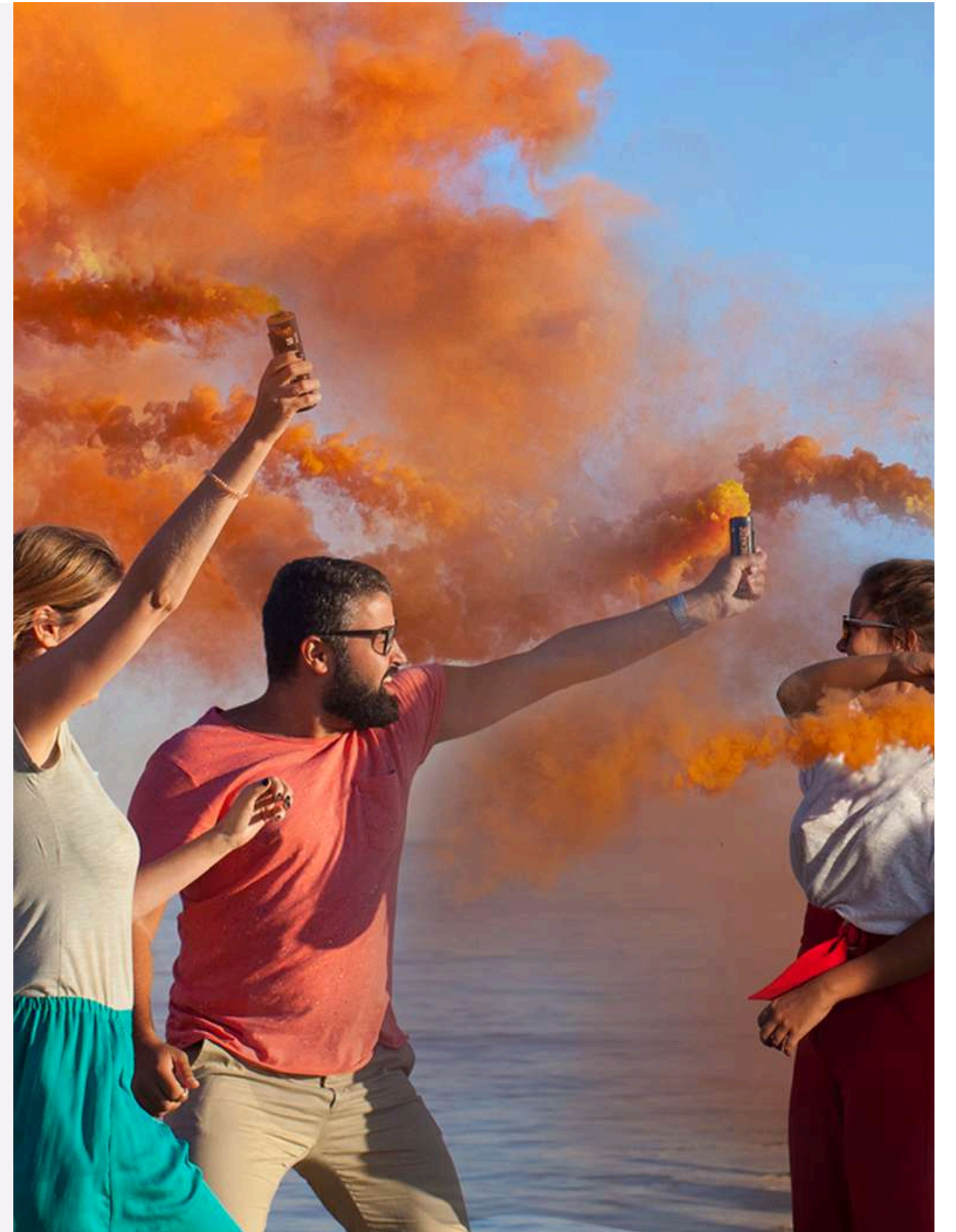
COVID-19 — BY INTERACTIVE BRANDS AGENCY

By Interactive Brands Agency

We're also upping our game.

We're home, safe and motivated. We work together everyday with our partners and brands to help them overcome all the challenges and achieve success in this delicate situation.

We are **driven by creativity and endless curiosity.** We are By Interactive Brands Agency.



Check out our work

NOWO

Unidos hoje, Juntos Amanhã.

“United today, together tomorrow” was the concept created for this campaign. During this period, the brand tagline also changed for “Cada vez mais próximos”, meaning that **soon we’ll be close to each other again.**

<https://www.facebook.com/nowoportugal/videos/555961581696347/?v=555961581696347>

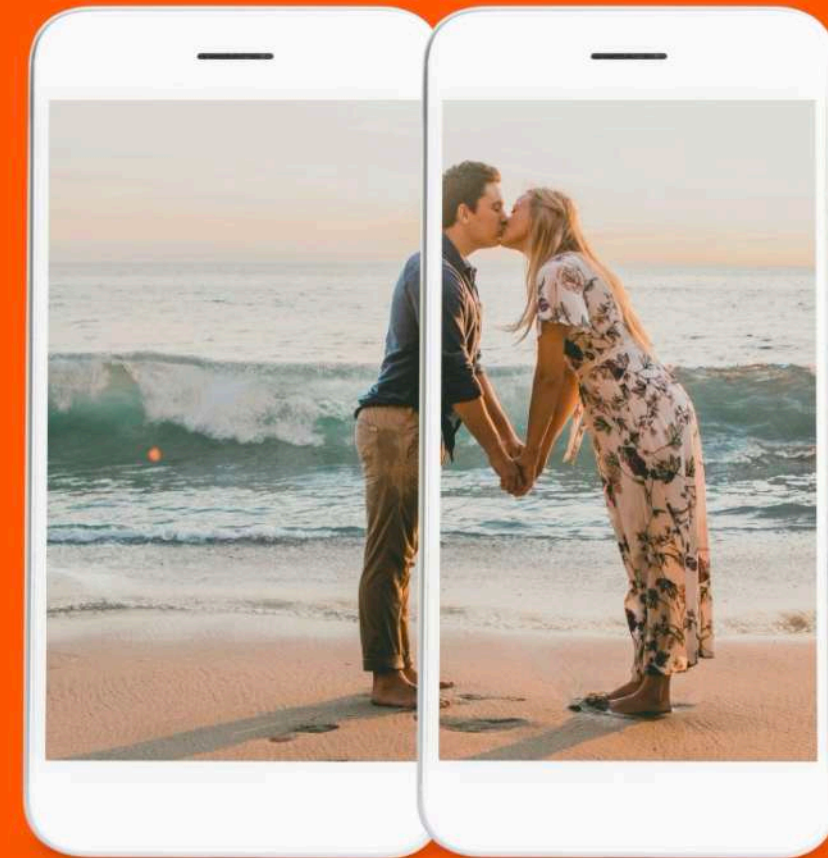


NOWO Portugal

16 min · 🌐

O importante é acreditar que quando tudo passar, estaremos juntos de novo. Unidos hoje, juntos amanhã.

Estamos distantes,
mas não estamos sós.



novo



67

4 comentários 1 partilha

Sogrape / vinhoemcasa.com

Só, Mas Bem Acompanhado.

"Só, mas bem acompanhado" was a **3-day liveshow**, promoted by **Sogrape's** online store, **vinhoemcasa.com**, which aimed to **raise funds for Portuguese Red Cross**. This was a project developed together, between By and Nervo agency.

Through the **Instagram** account "Só, mas bem acompanhado", we held a series of lives **hosted by Fernando Alvim**, who interviewed several personalities and artists including **Dr. Francisco George, Salvador Martinha and Carolina Deslandes**.

The results were amazing! In one week, we achieved:
11K followers; 46.5k live views; 79 232 reach;
4 702 057 impressions.

<https://www.instagram.com/somasbemacompanhado/>



Minipreço

Receita da Esperança.

"Hope Recipes" was a social media campaign that aimed to capture the emphatic nature of Minipreço, sharing an **emotional message with the community**.

This campaign had four main axes, namely: **Emotion, well-being, product and solidarity**.

www.facebook.com/minipreco/videos/697844974298808/



Minipreço

16 min · 🌐

Na Receita da Esperança não pode faltar o sorriso dos nossos familiares e amigos (...) é altura de reatar laços e criar sorrisos. [#PenseEmTodos](#)



67

4 comentários 1 partilha

Minipreço

Ongoing content.

The ongoing social media content was also reinforced with **creativity** and **disruptive ideas**.

www.facebook.com/minipreco/photos/a.145754838777629/3211711862181896/



Minipreço

16 min · 🌐

No dia-a-dia não temos tempo para nada. (...) Vai ver que parece que tem uma casa nova. 🏠



Locais para visitar no fim de semana



#PenseEmTodos



67

4 comentários 1 partilha

Minipreço

Ongoing content.

The ongoing social media content was also reinforced with **creativity** and **disruptive ideas**.

<https://www.facebook.com/minipreco/photos/a.145754838777629/3197117886974627>



Minipreço

16 min · 🌐

Quarto 🏠 Sala 🏠 Cozinha 🏠 Casa de banho 🏠 Loja Minipreço 🏠 Cozinha.
Esta também tem sido a sua rotina nos últimos dias?



67

4 comentários 1 partilha

24 Kitchen

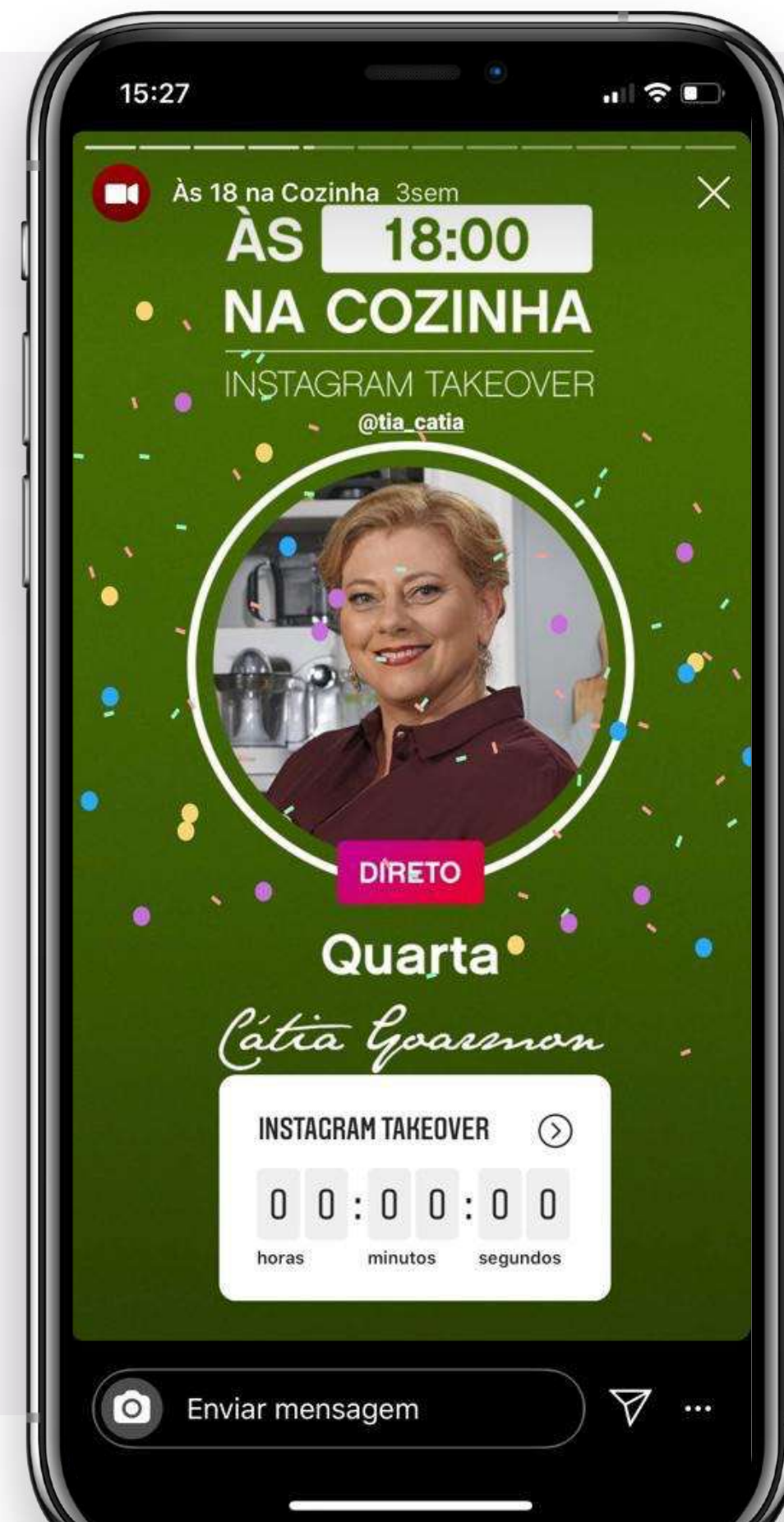
Às 18h na Cozinha.

24 Kitchen **invited five chefs** to **broadcast a live event**, at the **brand's Instagram** Account. At 6:00 p.m. and during five days, the **chefs cooked their chosen recipes at their own kitchen** and **shared** it with 24 Kitchen's community.

The results were delicious! In one week, the page achieved **6 570 new followers**, registered **10 410 interactions** and received **amazing feedback**.

That's what happens when a brand is willing to **share authentic and real content**.

www.instagram.com/stories/highlights/17859277582835367/

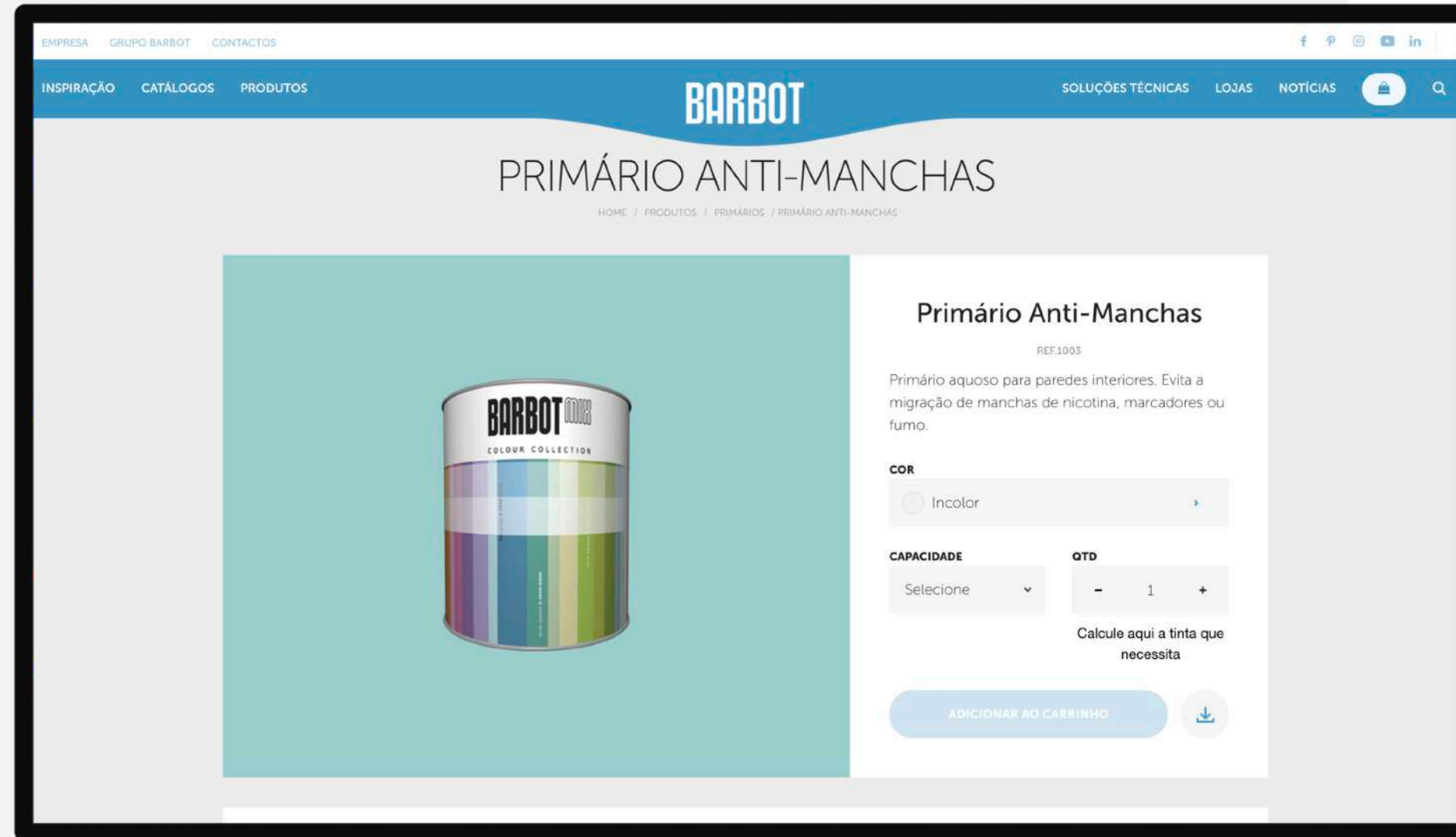


Barbot

E-commerce and activation campaign.

Barbot has a big stores' network spread throughout Portugal. Due to the pandemic and consequent lockdown, these spaces had to close temporarily. In order to make up for the physical absence of its stores, **Barbot invested in an E-commerce** platform on its website. Plus, it **launched** an **activation campaign** to communicate the brand new store.

<https://barbot.pt/>



Barbot

#FicaremCasa com Barbot.

Barbot created the movement #FicaremCasacomBarbot, by sending paint cans to some strategic influencers and inviting them to promote this movement on their social media accounts. Considering that **DIY** is one of the most important territories of Barbot, we suggested a **partnership** with key **influencers** of this area and **challenged** them to **redecorate their homes with Barbot's paints**. These influencers **created real content** in their social media accounts and identified @tintasbarbot, while using the hashtag #FicaremCasacomBarbot (meaning #StayHomeWithBarbot)

www.instagram.com/stories/highlights/17859277582835367/



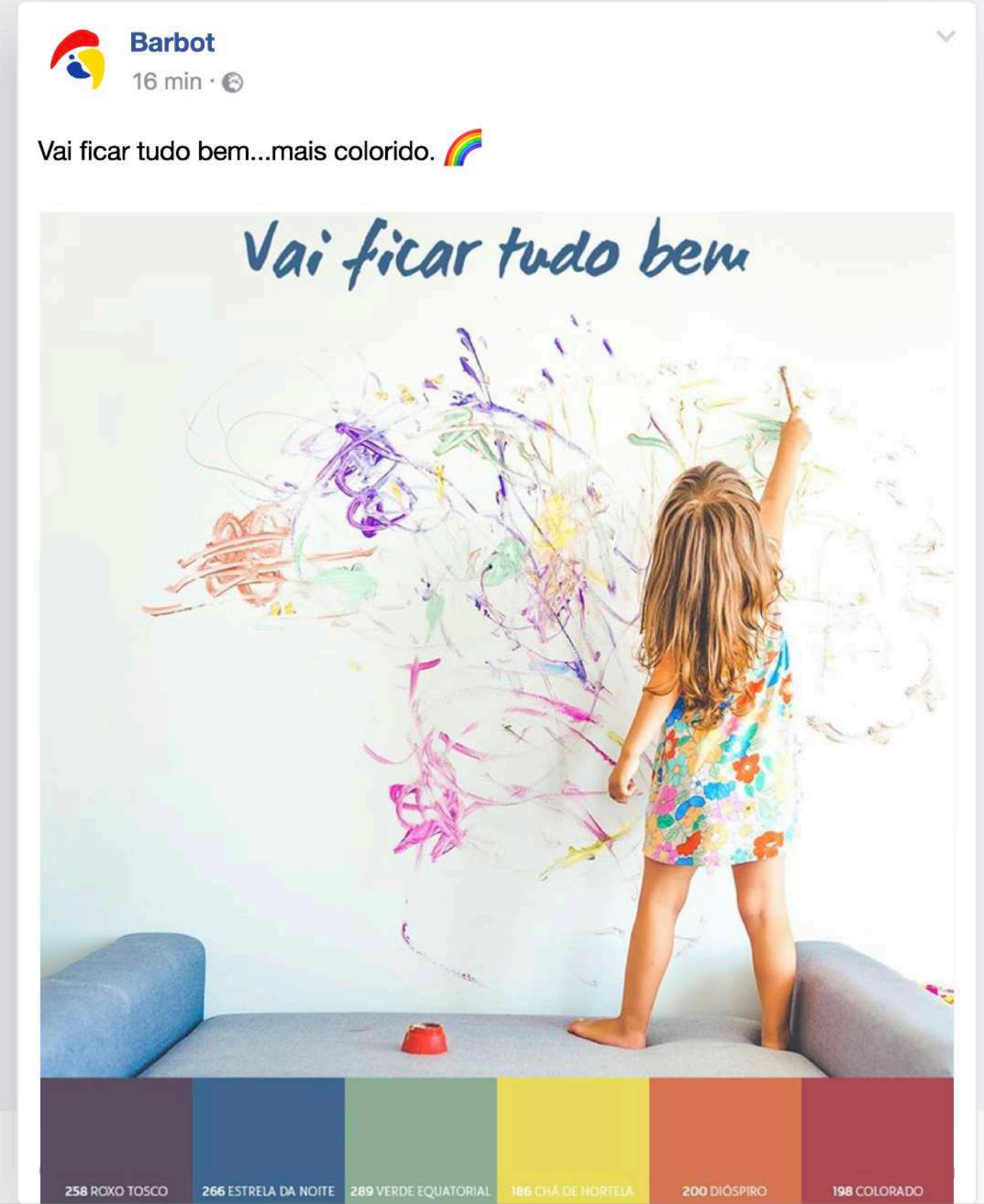
Barbot

Ongoing content.

The brand also adjusted its ongoing social media strategy and joined the tendency **"Everything's Gonna Be Alright"**.

This publication aimed to **share a message of hope** with Barbot's community, by showing the **emotional** strength of the brand and its empathy with the current situation.

<https://www.facebook.com/TintasBarbot/photos/a.246703705358552/3373682935993931>



Sogrape / Mateus Rosé

#horamateus

We have developed a **content strategy for social media** focused on the **virtual moments of socialisation, during sunset time** - the **Mateus Rosé Time**.

The main challenge was to **bring home these moments** of socialisation that are the main focus in the communication strategy, without losing the **Rosé attitude** that is so characteristic of our brand and community,

The strategy was focused on two markets: **Portugal** and **USA**.

www.instagram.com/stories/highlights/17848551362007416/



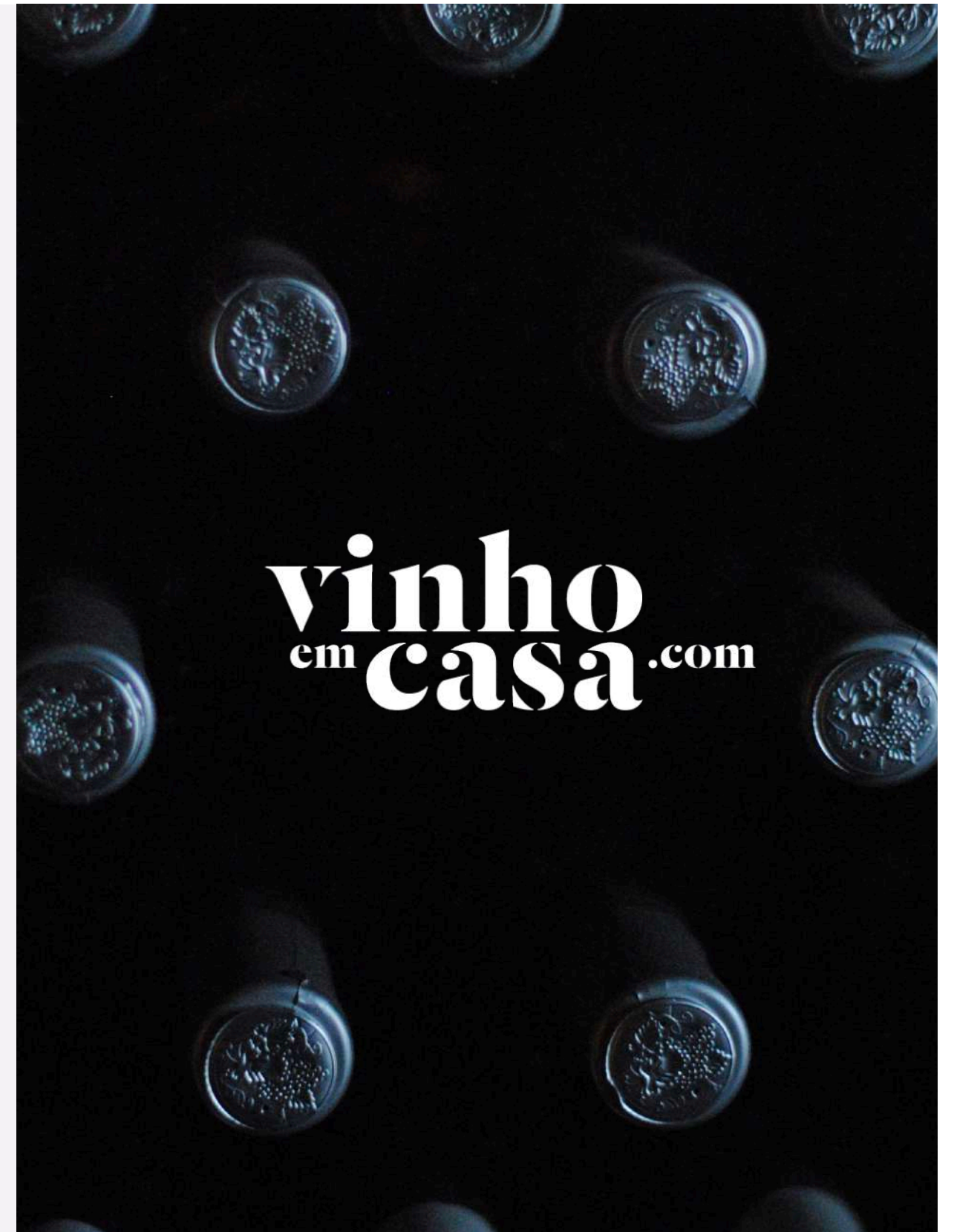
Sogrape / vinhoemcasa.com

Wine Online store.

Sogrape launched an **online store**, aggregating the vast range of its products in one common site, without losing the coherence and identity of each brand.

By was **responsible** for the development of this **new brand**, vinhoemcasa.com.

<https://vinhoemcasa.com/>



Sogrape / Porto Ferreira

Ongoing content.

The ongoing strategy was adjusted to an indoor environment, exploring **moments of consumption at our homes.**

We took advantage of the main assets of the brand, such as tradition and **Portugalidade** (its strong Portuguese roots), by also adding a **twist according to the current situation.**

www.facebook.com/VinhoPortoFerreira/posts/2922118037874897



Vinho Porto Ferreira

16 min · 🌐

(...) Partilhe connosco, nos comentários, a fotografia da sua mesa portuguesa. Com certeza que nos representa, hoje mais do que nunca.



Honda

#Stayhome, #Staysafe.

Aligned with the brand's international strategy, we've **segmented the content** to our market and community.

This **emotional approach** aims to transmit both **responsibility**, raising awareness to the current situation and asking people to stay home, as well as showing compassion and **empathy**, by telling the community that we also miss riding our HONDA.

This sense of shared feelings reinforces the strong bond between the brand and community.

<https://business.facebook.com/HondaPortugalMotos/photos/a.112454072165814/2863747847036409/?type=3&theat>



Honda Portugal Motos

16 min · 🌐

Já que não podemos exibir a nossa moto na estrada, que tal deixá-la brilhar nos comentários deste post?



67

4 comentários 1 partilha

Honda

Ongoing content.

We also kept **creating engaging content to keep a conversation with our community.** We shared some iconic models and heritage contents as well as punctual challenges about former adventures and activities to do at home (such as cleaning our bike).

<https://business.facebook.com/HondaPortugalMotos/photos/a.112454072165814/2819779684766559/?type=3&theater>



Honda Portugal Motos

16 min · 🌐

'Maratona' de kms, a partir de casa: queremos saber quantos kms contam até agora na vossa Honda!



67

4 comentários 1 partilha

National Geographic

Ongoing content.

National Geographic also went further and adapted its content strategy. We developed both **informative** and historical content, in order to share **knowledge** and **accurate data** with our community by helping them to **understand the true implications of this pandemic**.

www.facebook.com/NatGeoPortugal/posts/10158177627849420



National Geographic

16 min · 🌐

Da Peste Antonina ao recente surto de COVID-19, estas foram as maiores pandemias da história da humanidade.

AS MAIORES PANDEMIAS DA HISTÓRIA



165-180	•	PESTE ANTONINA	5 MILHÕES*
541-542	•	PRAGA DE JUSTINIANO	30-50 MILHÕES*
735-737	•	EPIDEMIA DE VARÍOLA JAPONESA	1 MILHÕES*
1347-1351	•	PESTE NEGRA (OU PESTE BUBÓNICA)	200 MILHÕES*
1520	•	VARÍOLA	56 MILHÕES*
1600	•	GRANDES PRAGAS DO SÉC XVII	3 MILHÕES*
1700	•	GRANDES PRAGAS DO SÉC XVIII	600 MIL*
1817-1923	•	SURTO DE CÓLERA 6	1 MILHÕES*
1855	•	TERCEIRA PRAGA	12 MILHÕES*
FIM DO SÉC XIX	•	FEBRE AMARELA	10-150 MIL*
1889-1890	•	GRIFE RUSSA	1 MILHÕES*
1918-1919	•	GRIFE ESPANHOLA	40-50 MILHÕES*
1957-1958	•	GRIFE ASIÁTICA	1.1 MILHÕES*
1968-1970	•	GRIFE DE HONG KONG	1 MILHÕES*
1981 - ATÉ À DATA	•	HIV/AIDS	25-35 MILHÕES*
2002-2003	•	SARS	770*
2009-2010	•	GRIFE A	200 MIL*
2012 - ATÉ À DATA	•	MERS	850*
2014-2016	•	ÉBOLA	11.3 MIL*
2019 - ATÉ À DATA (DADOS DE 8 DE ABRIL 2020)	•	COVID-19	83.6 MIL*



TE: VISUAL CAPITALIST

National Geographic

Ongoing content.

We also shared **some activities' ideas**, such as visiting Virtual Museums, plans to keep families healthy and entertained, some books to read, among others.

Plus, we gave also some **good examples of other beloved species**, such as these smart otters.

<https://www.facebook.com/NatGeoPortugal/videos/2565585650324289/?v=2565585650324289>



National Geographic

16 min · 🌐

O mundo animal a dar o exemplo. 😊



FAÇA COMO ELAS



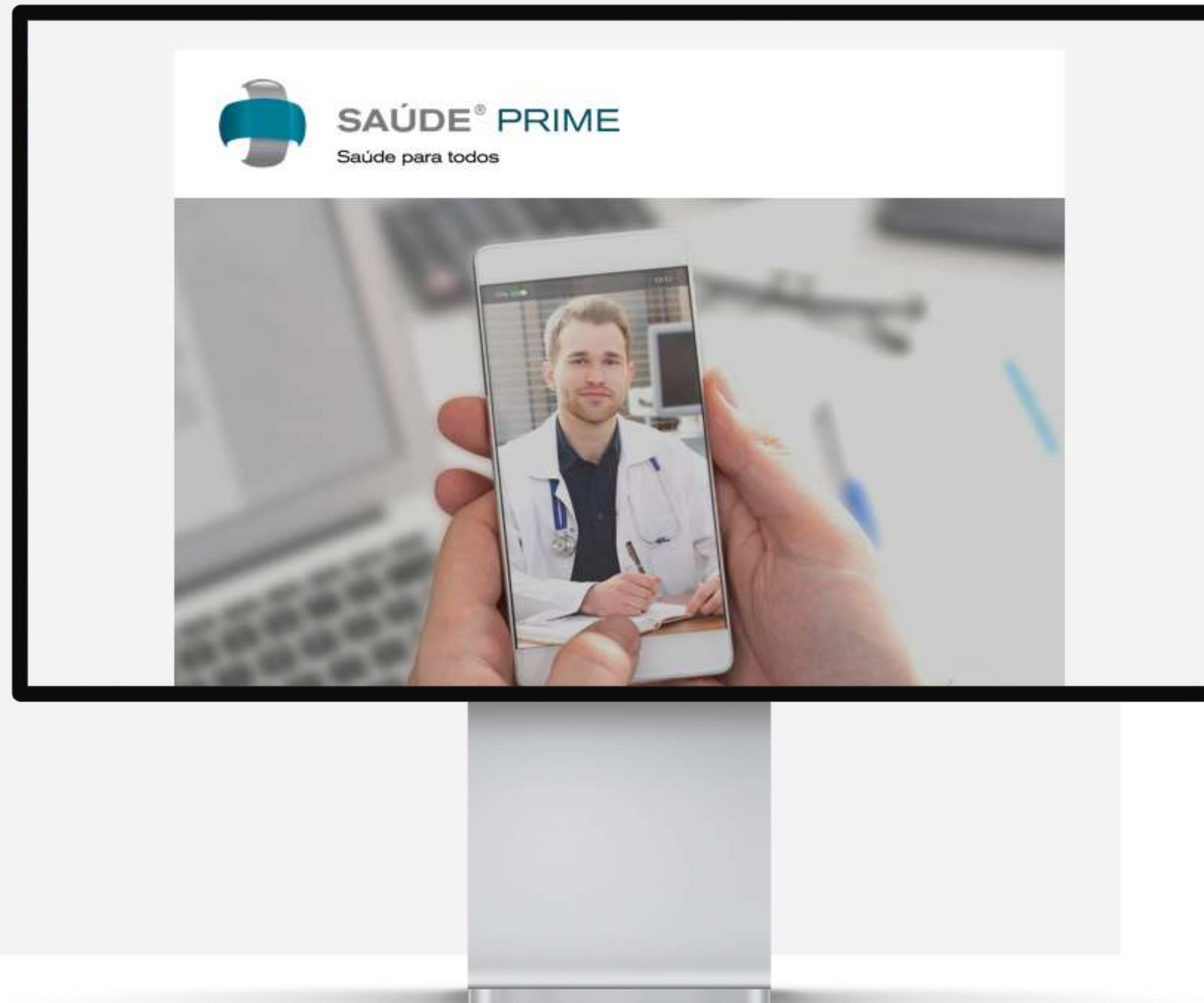
67

4 comentários 1 partilha

Saúde Prime

COVID19 Campaign.

Saúde Prime developed a **strategy** to get a **better response** to its consumers' needs during this pandemic. A landing page was launched in order to explain in detail **all the insurance conditions** as well as information regarding the **solutions** that Saúde Prime is offering throughout this current situation.



Lusíadas

To all Health Workers, Thank You.

Lusíadas challenged multiple **influencers** to **record a video thanking the effort and dedication of all health workers**. From this action, we developed **five short videos** to use on social media and aggregated all testimonials in one main video case.



miMed

Awareness Campaign.

miMed developed an awareness campaign **about COVID-19 through** a series of short explaining videos, shared on their social media channels. The goal was to **demystify the complexity of this virus**, by using a **comprehensive approach** and an **understandable message** to the community.

www.facebook.com/clinicasmimed/videos/1102399126778608/

miMed miMed
16 min · 🌐

O COVID-19 é transmitido através das gotículas respiratórias. Pode ser transmitido por contacto direto - quando falamos, tossimos ou espirramos (...)



👍👎👤 67

4 comentários 1 partilha

miMed

Online Medical Appointments.

In a time that we must continue to take **care of ourselves** and our **family**, **miMed also promoted its online medical appointments.**

www.facebook.com/clinicasmiMed/videos/1086798701695384/



**Are you ready
to up your game?**

**Be creative.
Be supportive.
Be your Best.**

And we're here to help you in every step of the way.

We may be apart, but we're always together.

#stayhome

Thank you



interactive
brands
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