

# Social Media and COVID-19 Communication



Kristy Schirmer, Principal Consultant

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Hi, I'm Kristy

I help health promotion and public health focused organisations use social media to its full potential.

I'm a speaker, trainer and e-course facilitator.

KRISTY SCHIRMER  
PRINCIPAL CONSULTANT



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**Aim:**

Give you a chance to connect to others, whilst taking away some ideas and advice for managing your COVID-19 communication.



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*The art of  
communication  
is the  
language of  
leadership*

JAMES HUMES

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@zockmelon

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I would like to acknowledge that the land we are on today is the traditional land of the Kurna people, and that I respect their spiritual relationship with their country.

I also acknowledge that the Kurna people are the custodians of the Kurna land, and that their cultural and heritage beliefs are still important to the living Kurna people today.

I acknowledge the traditional custodians of the lands where you are watching from, and also extend respect to first nations people who are present.

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< #COVID19Aus

Top Latest People Photos Videos

**Know the facts**

To make sure you get updated information about the coronavirus (COVID-19), resources are available from the Australian Department of Health and the World Health Organization.

[Australian Department of Health](#)

[World Health Organization](#)

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What it means for your organisation?...

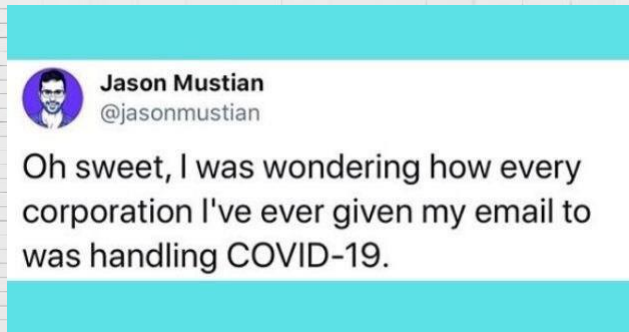
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Immediate response

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Your clients, customers, stakeholders **probably don't care** unless it directly affects them.



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## Your immediate to do list...

- Check your ads
- Check your scheduled posts
- Check and update if needed your auto replies - include extra/new help resources, ask for patience with delays.

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## Health Information

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## Health literacy

What percentage of Australian adults have a sufficient level of individual health literacy needed to meet the complex demands of everyday life?

- a) 11%
- b) 40%
- c) 57.6%
- d) 77%

Source: Australian Commission on Safety and Quality in Health Care, 2014

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7NEWS Adelaide  
47 mins · 📍

How can you tell the difference betwe... See more

# COVID-19 SYMPTOMS CHART

COVID-19 COLD FLU

Symptoms	Covid-19	Cold	Flu
RUNNY NOSE	RARE COMMON SOMETIMES		
BODY ACHE	SOMETIMES COMMON COMMON		
SORE THROAT	SOMETIMES COMMON SOMETIMES		
FATIGUE	SOMETIMES SOMETIMES COMMON		
COUGHING	COMMON MILD COMMON		
SHORTNESS OF BREATH	SOMETIMES NO NO		
FEVER	COMMON RARE COMMON		
HEADACHES	SOMETIMES RARE COMMON		

SOURCE: WORLD HEALTH ORGANISATION CENTRE FOR DISEASE CONTROL

NEWS.com.au

sa healthy sahealth\_ ...

## COVID-19 Identifying the symptoms

Symptoms	Covid-19 <small>Symptoms range from mild to severe</small>	Cold <small>Gradual onset of symptoms</small>	Flu <small>Abrupt onset of symptoms</small>
Fever	Common	Rare	Common
Cough	Common (usually dry)	Mild	Common (usually dry)
Fatigue	Sometimes	Sometimes	Common
Aches and pains	Sometimes	Common	Common
Sore throat	Sometimes	Common	Sometimes
Headaches	Sometimes	Rare	Common
Shortness of breath	Sometimes	No	No
Runny or stuffy nose	Rare	Common	Sometimes
Diarrhoea	Rare	No	Sometimes for children
Sneezing	No	Common	No

Source: WHO, Centers for Disease Control and Prevention

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*"My biggest concern is people are not talking to their populations like adults; they're cherry picking the best possible survival rates, the best possible outcomes, the lowest possible incidences; it's just not helpful.*

*You are going to compromise your confidence of your population before you even get started.*

*They can read the news...they can get on and see all of our data and then they get on social media and you lose control of the narrative; so you really want to get your population with you."*

**Dr Bruce Aylward - WHO China joint mission on Coronavirus in China**

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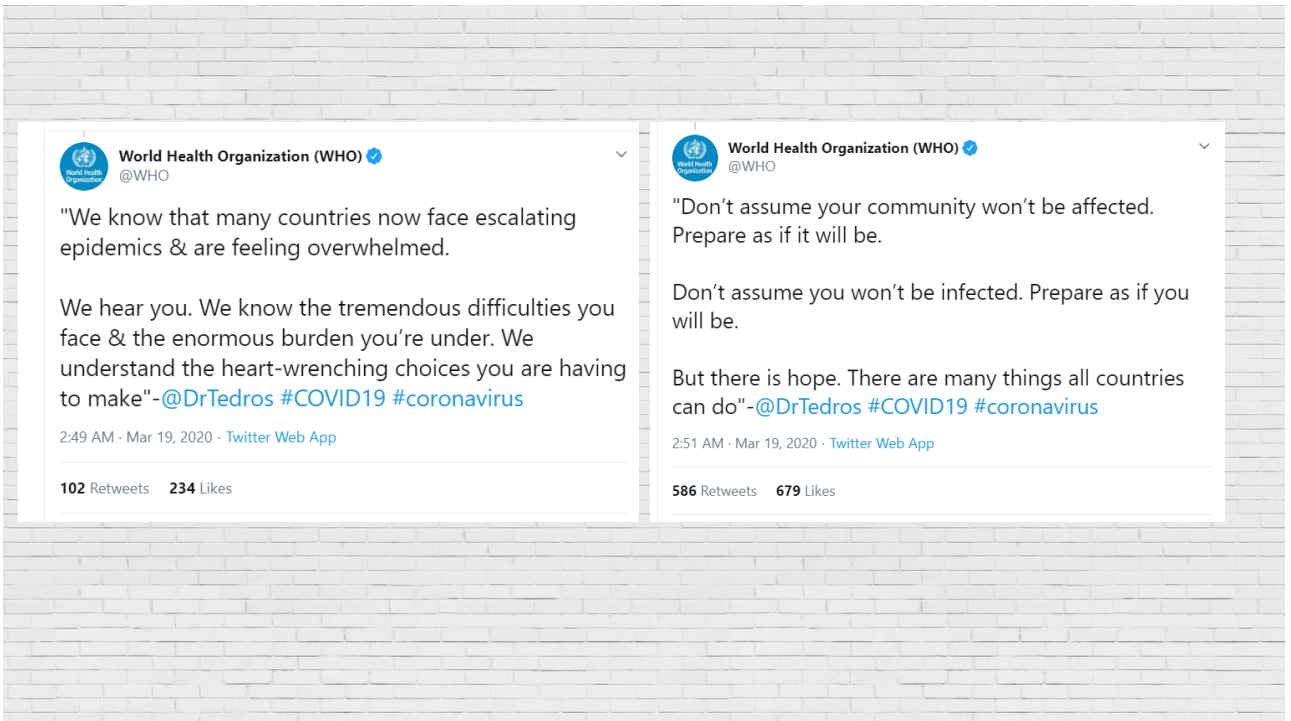


**Donald J. Trump**   
@realDonaldTrump

So last year 37,000 Americans died from the common Flu. It averages between 27,000 and 70,000 per year. Nothing is shut down, life & the economy go on. At this moment there are 546 confirmed cases of CoronaVirus, with 22 deaths. Think about that!

1:17 am · 10/3/20 · [Twitter for iPhone](#)

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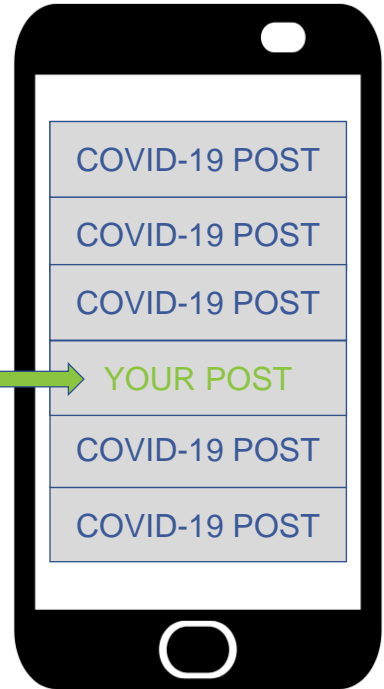
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Your content strategy

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# Tone

You can't be too careful.

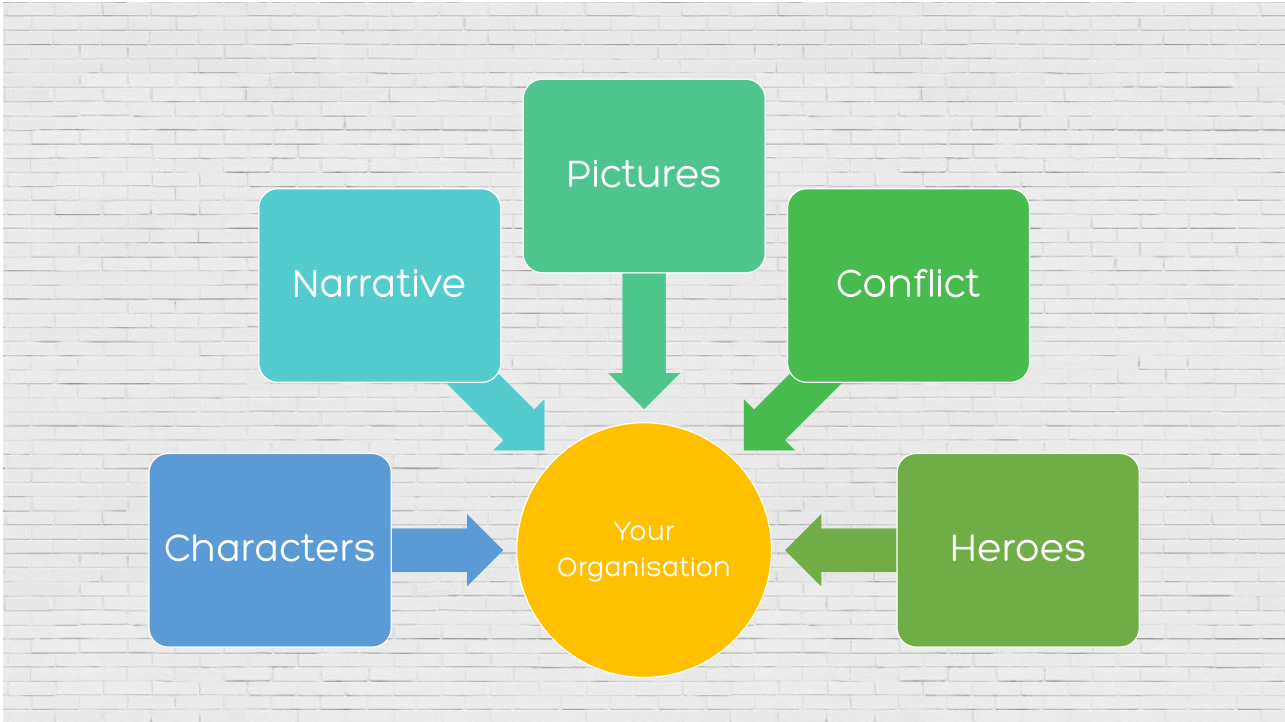


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A screenshot of a tweet from Kristy Schirmer (@Zockmelon) posted 1 second ago. The tweet text reads: "Shout out to @AHPA\_AU and @gemmacrawford for your excellent communicate this afternoon to members of the Australian Health Promotion Association. Clear information delivered with heart." Below the text is a quote: "Be Informed, Be Prepared, Be Smart, Be Safe, Be Supportive, Be Careful, Be Alert, Be Kind."

A screenshot of the Grammarly Tone Detector interface. At the top, it says "GRAMMARLY TONE DETECTOR BETA". Below that, the heading is "Here's how your text sounds" followed by the question "Which tones did we get right?". There are three rows of tone detection results: "Appreciative" with a blue icon, "Informative" with a yellow icon, and "Confident" with a yellow icon. Each row has a progress indicator (four dots) and thumbs up/down icons. At the bottom, there is a checked checkbox labeled "Always show emoji for detected tones".

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# Make it relate to your narrative

**Australian Council of Social Service**  
10 mins · 🌐

The cupboards are already bare for people on low incomes, ACOSS CEO Cassandra Goldie said on ABC 730 last night.

As some people stockpile to allay their concerns about the coronavirus, the wider community needs to remember that people on low incomes, such as Newstart, are constantly worried about their access to food and other basics.

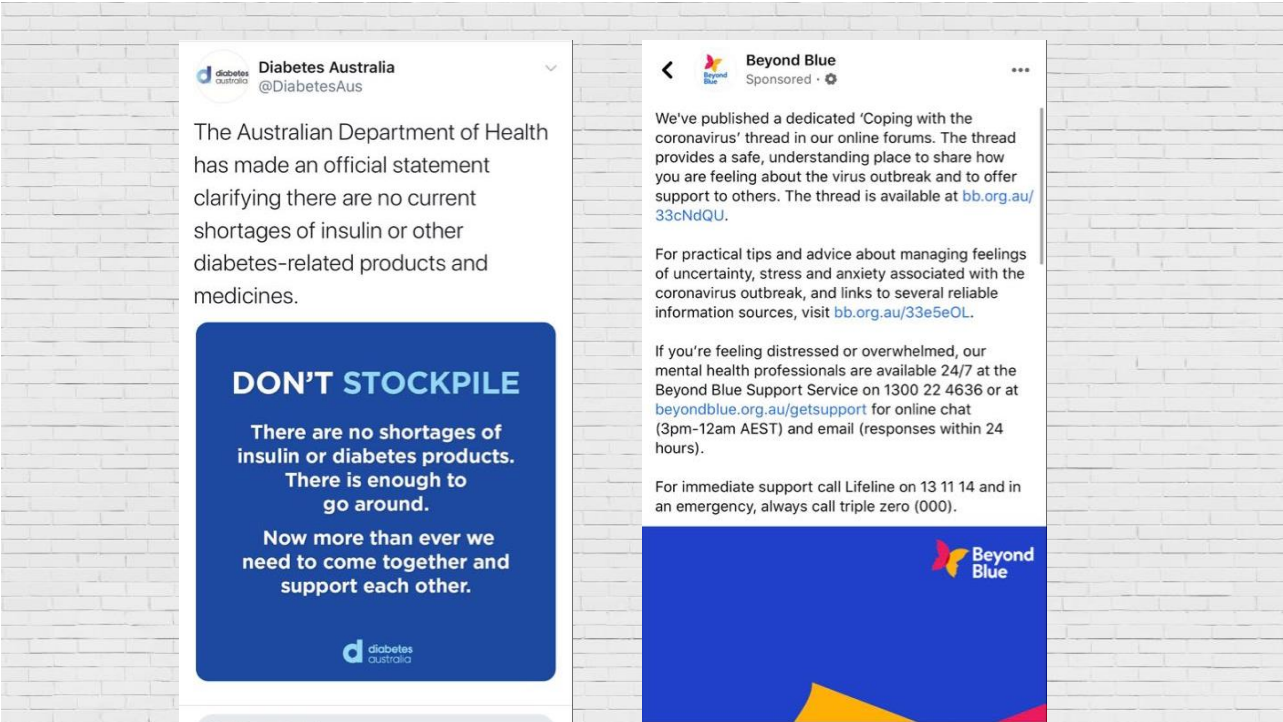
As the wider economic impacts of the coronavirus set in, on top of the impacts of the bushfires and drought, it's all the more important that we finally raise Newstart after 26 years without a real increase.



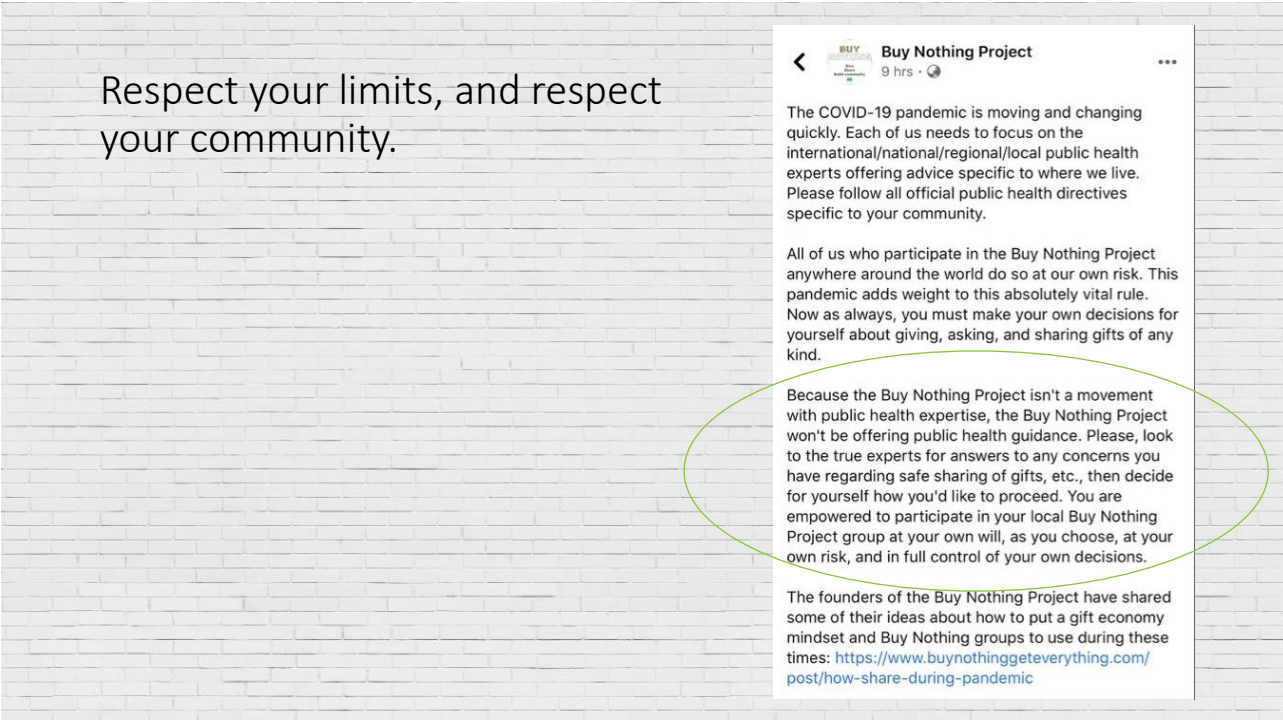
ABC.NET.AU  
**Panic buying causing serious problems for some of Australia's most vulnerable people**

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## Think like an entrepreneur and pivot

**Domino's Australia** · 8 hrs · 🌐

At Domino's, the health and safety of our team members and customers is our number one priority.

That's why we are now offering customers the option of a Zero Contact Delivery.

When selected, the driver will place the order on a safe surface at the customer's delivery location, back a safe distance, let them know when their order has arrived and wait to confirm they have received their meal.

We understand the trust our customers place in us to deliver safe, freshly prepared meals and take this responsibility seriously.

For more information, please visit <http://bit.ly/ZCDCONTACT>

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**Vietnam Restaurant** · 20 hrs · 🌐

**NEWS UPDATE:** As of Tuesday 17th March, Vietnam Restaurant will be offering a delivery service for the first time ever. We will now be able to deliver our delicious food right to your door step or work place.

Delivery service will be for lunch 11:30am to 2.30pm & dinner 5pm to 9.30pm to surrounding suburbs of Pennington within a 5km radius with a \$6 delivery fee. Orders will be a minimum of \$35.

All orders to be placed via telephone at this stage.

Cannot wait to hit the road! But WAIT for customers who wish to drive down to visit us and pick up their order we haven't forgotten about you! Pick up's will receive a special 10% off all orders over \$55. Yay! The week couldn't start off any better x 🍷🍷🍷 #zoomzoom #VietnamSA

#Vietnamathome #Vietnamatwork #homedelivery #workplacedelivery #callus #dialfordelivery #vietnamdelivers #getyourorderready #everythingonthemenu #madewithlove #vietnamrestaurant #vietnextdoor #southaustralia

**humansofny** · 🌐

Something is coming. This isn't a philosophical debate. It's not a math problem. It doesn't require a calculator. The worst of what we're seeing across the globe will soon be here. The only thing that separates us is time. Like most people, I've been consumed with the instinct of self-preservation. I've been trying to figure out how to best protect my family. These feelings tend to swell during times of fear and anxiety. But as a storyteller—I'm also feeling a different instinct.

I think this will be our generation's World War. Hopefully this war will be short. Hopefully it will pass in a single season. Hopefully containment and warm weather will buy us enough time for a vaccine, and we will greatly limit the loss of life. And hopefully the most dire predictions will prove to be alarmist. But regardless, for a time, the entire world will be at war. The one fortunate twist is that all of us will be fighting a common enemy.

As with all wars, each of us will be remembered by our behavior during this time. What instinct did we embrace? The instinct of self-preservation? Or the instinct of compassion? During our World War--- did you make things better? Or did you make things worse?

Did you lash out? Or did you comfort?  
 If you have extra—did you share?  
 If someone relies on you for their income— did you pay them?  
 If your neighbor lives alone— did you help them prepare?  
 If you wonder how somebody is making it—did you call and ask?

We're going to be fine. But we're going to be fine because there are so many people who will choose humanity over selfishness. There will always be people who make things better, and better, until finally things aren't bad anymore. We will be lead by our health care professionals over the coming weeks. They will be our heroes. And they will need all our love and gratitude. For everyone else, the best way to save lives right now is social distancing. So I will not be continuing HONY as normal.

But I will still be sharing stories. No matter where you are, around the world, if you have a happy story—send me an email: [honybrandon@gmail.com](mailto:honybrandon@gmail.com). Maybe something amazing happened to you. Maybe you overcame something that seemed impossible. Maybe somebody changed your life, and you want the world to know about them. Send me a short description of the story, and if chosen, we'll do a full interview over FaceTime. Humans of New York—Quarantine Edition—is beginning now. Take care of yourselves. And let's take care of each other. --Brandon

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**harvard** · Harvard University · 🌐

Liked by [hbcpd](#) and others

**harvard** Dear followers,

On Instagram, we aim to share images that offer a glimpse into life at Harvard. As students move to virtual instruction due to the coronavirus outbreak, we have decided to pause activity on Instagram. These are unprecedented times and we do not want to give the impression that campus life continues as usual.

## Your platform, your rules.

During this global pandemic, we will bring you updates on Twitter and Facebook, and you can always get the latest updates regarding coronavirus from Harvard at the link in our bio. We will be continually evaluating our activity on Instagram as events unfold, and will return when we can once again share scenes of life at Harvard.

Thanks for following, stay safe, and see you soon.

[View all 330 comments](#)

6 days ago

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Don't even mention the C word



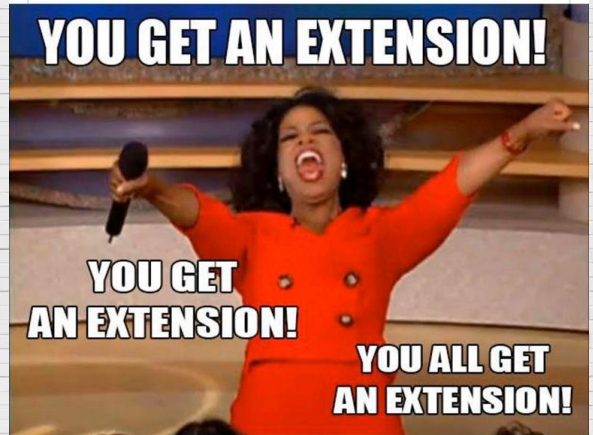
City of PAE Libraries

4 hrs · 🌐



Good news! If you have borrowed a physical item from any of our libraries in the last 6 weeks, we have automatically renewed it for you until May 1st 2020!

#SACouncils #PartOfYourEveryday



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## The long haul

- 1 week - keeping in touch, event information, cancellations
- 2 weeks - keeping in touch
- 3 weeks - keeping in touch
- 4 weeks - keeping in touch
- 6 weeks - keeping in touch
- 2 months
- 3 months - end of financial year, donations
- 4 months
- 5 months
- 6 months
- 8 months - Christmas planning?
- 10 months - Announcements for new year
- 12 months - plans moving forward
- 14 months
- 16 months
- 18 months - celebration, coming out the other side, gratitude.

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Humour...too soon?



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**The Greek Analyst** @GreekAnalyst · 12h  
"Experts recommend sticking to your daily routine even when working from home"



**Sean Marotta**  
@smmarotta

Well, I know one piece of medical advice I won't be following in these times, and it is the American Academy of Pediatrics' guidelines on screen time.

1:33 PM · 3/13/20 · [TweetDeck](#)

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**Feeling so relieved to be a cyclist  
right now, with all the worry about  
this car-owner virus.**

**When I heard 2020 was  
going to be "The Year of  
the Nurse" this is not  
what I expected..**

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## Other comms areas to consider

- Your website
- Access to information for people who aren't online - is everyone being covered?
- New fact sheets and/or updates of existing fact sheets
- Internal information - staff, volunteers, board
- Scripts and information for reception or call centre staff.

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If human contact **declines**...other forms of contact must **increase**

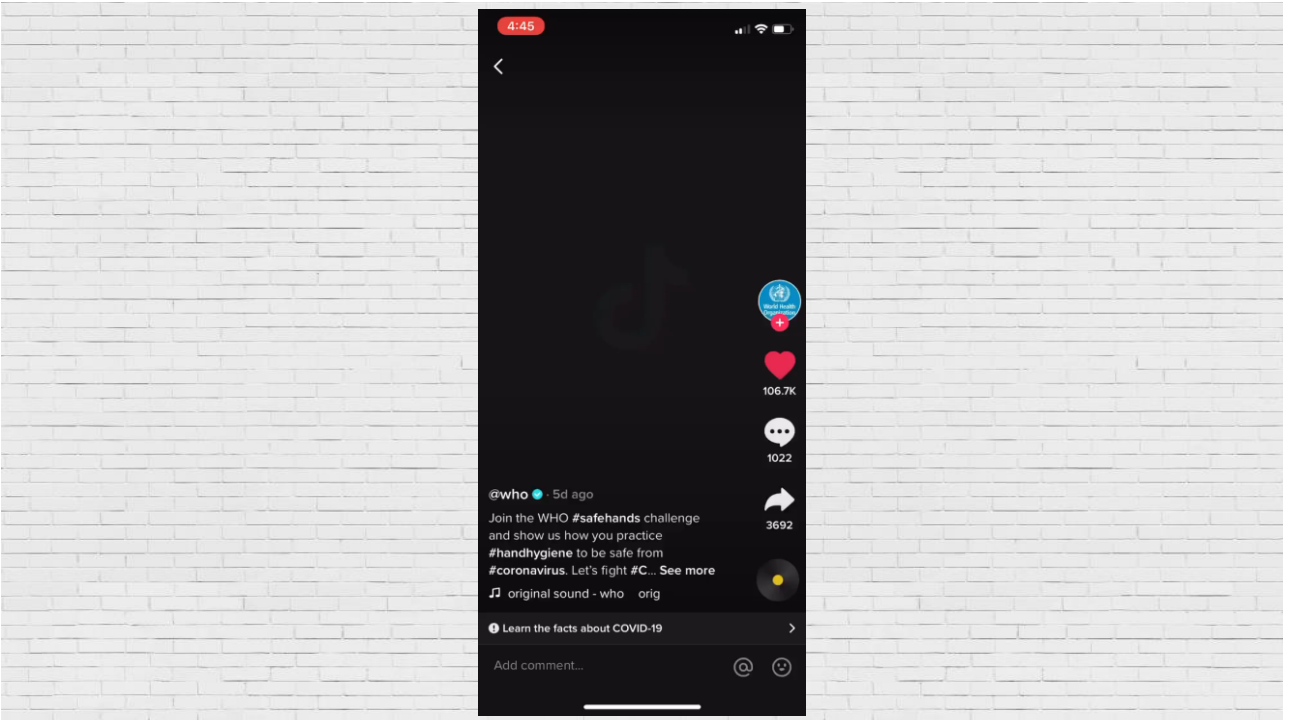


It will be even more important to keep in touch in meaningful ways in the absence of in person contact.

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Try something new

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SELF CARE REWARD STICKERS



Social  
media  
distancing

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Summing up...

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## Do

- Check **every** post for tone.
- Humour is ok, now is the time to use it, especially in a way that evokes community solidarity, simple joys, our common human flaws.
- Check in more with your groups and top fans.
- If you do have more time on your hands (somehow!) use this time to learn or strategise.
- Increase all other comms efforts (use the phone!)

## Don't

- Simply cross post and reshare health department information if your organisation wouldn't normally do so
- Feel compelled to keep up your normal posting schedule
- Reassure using dismissive language e.g. "the worldwide mortality rate is only 3%"

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## How else can I help you?

HEALTH PROMOTION

Social Media School

JOIN NOW!

WWW.ZOCKMELON.COM.AU

[courses.zockmelon.com.au](https://courses.zockmelon.com.au)

SOCIAL MEDIA

Review and feedback service

ZOCKMELON

CAN I PICK YOUR BRAIN?



[zockmelon.com.au](https://zockmelon.com.au)

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Thank you!

[Facebook.com/zockmelon](https://www.facebook.com/zockmelon)

[Instagram.com/zockmelon](https://www.instagram.com/zockmelon)

[Twitter.com/zockmelon](https://twitter.com/zockmelon)

