

CONTENT GENERATION TOP TIPS



BE RESPONSIVE

Given the COVID-19 situation is changing every day you need to allocate time on a daily basis to sit down with those managing your online content to ensure alignment to what's going on in the world and the changing needs of your community.



BUILD YOUR COMMUNITY

Ensure you are connected with all your clients across all social channels and actively like, share and comment on their activity to show your support. This will also ensure your brand remains front of mind as we come out of this crisis later down the line.



BE CONSIDERATE

Remember this is not a sales opportunity. Don't offer Corona Virus specials, don't push to get in the news by giving away free toilet paper or make shift masks. Now is not the time for edginess. If you're at all worried about that line between appropriate and inappropriate – the chances are you've already crossed it.



KEEP TO YOUR FIELD OF EXPERTISE

Don't use social media to increase impressions with insights about the situation unless you really have helpful information that makes a difference, and you are a credible source for the topic at hand.



ACT AS YOU SPEAK

Actions will speak louder than words. If you as a business can offer something for free, give important information about safety, have something concrete that can clarify, inform or serve - then share it!



EVOLVE

In a world where we are all working virtually adapt how you communicate with your audience. Strong content might include daily or weekly video blogs, webinars, online tutorials, sharing presentations, quizzes and polls. Subscription-based at-home training is experiencing explosive user growth. If you have an opportunity to offer this kind of content – do it.



EMPATHISE

Mental health and keeping healthy are understandably hot topics receiving great engagement right now. How can you play a part in these topics and share your story?



BE RELEVANT

Our ability to execute tasks is impacted upon by our mindset. Make sure you are taking steps to protect your mind. Consider reading/listening to positive audio, meditating, or listening to uplifting music.