



6 HACKS TO STAY SOCIAL AMIDST SOCIAL DISTANCING

You can't succeed if you don't try. Here's a wrap up of our top tips, tricks and tools to stay social amidst social distancing.

1 KEEP POSTING

- Show resilience, optimism and that you're still in business.
- People need normalcy and are still buying.
- Don't stop selling: you have a job to do -- do it.
- People respond to brands that feel like friends.
- You don't have to talk about the virus.

2 FOCUS ON TONE

- Show empathy and be authentic.
- Create a social, emotional connection.
- Share ways you are giving back.
- People are looking for an escape, ease their anxiety.

3 TAKE IT TO VIDEO

- Find new revenue streams via video. Here are a few ideas...
- Give virtual lessons. Style a cozy nook. Share a message via the Founder. Charge for virtual entertainment sessions. Share a recipe, a virtual workout, an ebook or online tutorials.

4 INCREASE STORY ENGAGEMENT

- Ask questions.
- Take a poll.
- Feature all your tagged stories.
- Share partners of your business that you admire.

5 GO LIVE ONCE A WEEK

- Put a face behind the brand.
- Interact with consumers.
- Answer questions.
- Demo how to use your product.

6 OFFER SHOPPING INCENTIVES

- Can you offer free shipping?
- A gift with purchase?
- Free delivery?
- Free services?



#TALKSOCIALTOME