

## **Social Media Messaging during COVID-19**

Now more than ever, we need to share positive messages on Facebook and Instagram. Most visitors have commented on how much they appreciate being able to get out in nature during this difficult time. Others are spending more time online, looking for educational things to do with their children and making plans for future getaways.

Please keep posting as you would normally. This is a good time to post more often – even daily. Keep in mind that videos reach more people than photos. (Posts without a video, photo or link reach very few people.) Depending on the subject, videos should be 2 to 5 minutes long. You may prefer to do a series of short videos. Find more tips on <http://explore.gastateparks.org/staff/resources/Marketing/Flyers-and-Social-Media-Tips.pdf>

At this time, do not directly reference the COVID-19 pandemic. Avoid humor that some might take the wrong way, especially when emotions are so high. Our policy is to leave negative comments unless they include profanity, racism, etc. In general, avoid commenting when your followers get into disagreements. Usually, someone will say what you would say. When in doubt, you are welcome to ask the Marketing Unit for guidance. Managers, be sure you are frequently monitoring posts and comments.

### **What to Post**

To help parents with kids out of school, encourage long-distance learning about your site. Share lessons from your programs or Junior Ranger activities. Spotlight items in your museums, do a video on stream studies, create a plant identification gallery, etc.

Highlight activities people can do on their own, away from other guests, such as fishing, kayaking, geocaching or exploring less-used trails.

Video an “armchair tour” of your museum, yurts, cabins, nature displays, etc.  
Examples: <https://www.facebook.com/georgiastateparks/videos/>

### **Canceling events on Facebook**

Edit the title like this: Easter Egg Hunt -- Canceled

In the description, add this as a first sentence: Per CDC safety recommendations, this event has been canceled.

If very few people have clicked “Going” or it’s far in the future, you can simply delete the event if you prefer.