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Section:14

**Question:** How can you use social media to deal the crisis of COVID-19? (particularly can think the issues like resource scarcity, coordination, cash help, and others).

**Answer :**

In this year we are facing world’s one of the most helpless situation. This situation is for a outbreak of a disease called “ Covid19 “ . There is no cure till now of this pandemic we are delaying with right now. Every single country facing this major outbreak. The COVID-19 pandemic has resulted in over 4.3 million confirmed cases and over 290,000 deaths globally. It has also sparked fears of an impending economic crisis and recession. Because the only step that can reduce the number of affected people is to isolate. . As a result social distancing, self-isolation and travel restrictions have led to a reduced workforce across all economic sectors. It is affecting the whole world economy. Its been nine months of this pandemic situation. So to maintain the economy of a country its necessary to join workforce as before. But can be a major reason for spreading this diseases. Many people have already died in lack of medicine that has not been invented. So to reduce the number of affected people we can take the help of social platforms’. About all the people nowadays use social platforms’. Some people use one or two ,some people use more and some use all of them. So social media can be used as a great foundation in this covid19 crisis. Social media is one of the most commonplace techniques people are speaking and receiving updates approximately COVID-19. People are looking for answers, reassurance, and an escape from social isolation.

There are many social media sites available nowadays. Facebook , twitter ,Instagram, WhatsApp, Imo, Viber. We can use all of them in this crisis in many different ways. Here are some ways mentioned below ,

**Awareness about the disease:**

Social media platforms have played a crucial role in disseminating news about the spread of COVID-19. And with such a wide scope of responsibility and overall power over the distribution of information, many platforms are rushing to do what they can to help, including donating to support relief efforts, taking steps to prevent fake news, and offering advice to companies. Platforms are taking their role in the crisis seriously and are continuously rolling out new measures to not only raise awareness about the seriousness of coronavirus, but also fight the misinformation about the pandemic. If we talk about a particular platform like “Facebook”. We can see Facebook, together with its founder Mark Zuckerberg, [has been in the spotlight since the pandemic](https://www.washingtonpost.com/technology/2020/03/27/facebook-zuckerberg-coronavirus-test/) first began. The platform has rolled out tight measures to fight misinformation across the board for the 2.5 billion people that use the social network monthly. Continuous efforts are being made to bring in [even more regional partners to help with fact checkin](https://www.facebook.com/help/publisher/182222309230722)g on a global scale. Users are also encouraged to help by flagging suspicious posts. In addition to these measures, Facebook is [prioritizing the newsfeed to favor more credible sources](https://about.fb.com/news/2020/03/combating-covid-19-misinformation/) such as the World Health Organization (WHO) and other national and regional authorities. As people increasingly turn to social media to stay up-to-date with current events, taking extreme initiatives to combat fake news is crucial. Facebook is also doing their best to make an impact in the “real world.”

If we look at the WhatsApp they are also giving awareness notes when users open this particular application. To combat misinformation, WhatsApp has taken the lead and provided users with a space where they can receive up-to-date information regarding COVID-19. In partnership with WHO, UNICEF, and UNDP, the Facebook-owned messaging app launched the [Coronavirus Information Hub](https://www.whatsapp.com/coronavirus). WHO has also [launched a chatbot on WhatsApp](https://www.businessinsider.com/who-launches-whatsapp-chatbot-coronavirus-information-2020-3) to warn people about the coronavirus’ dangers. It’s a smart move on WhatsApp’s end as it combats [the spread of misinformation](https://techcrunch.com/2019/04/03/whatsapp-adds-a-new-privacy-setting-for-groups-in-another-effort-to-clamp-down-on-fake-news/) that has sometimes plagued the platform. After crossing the threshold of two billion users in February, it’s more important than ever that WhatsApp’s large user base be able to rely on the platform to stay connected without being led astray.

Instagram is also taking tight measures to prevent the spread of misinformation by prioritizing their feed’s algorithm in favor of trusted sources of information. They have also highlighted the seriousness of the pandemic by [banning searches for coronavirus related AR effects](https://www.socialmediatoday.com/news/instagram-bans-searches-for-covid-19-ar-effects-adds-new-information-promp/574140/). However, Instagram’s main priority during the pandemic is promoting self-isolation. They are doing so by [rolling out Stay Home stickers](https://www.adweek.com/digital/instagram-how-to-use-the-stay-home-sticker-in-stories/) and creating new ways for friends to connect, including launching a new way to [browse Instagram together with friends over video chat](https://about.instagram.com/blog/announcements/coronavirus-keeping-people-safe-informed-and-supported-on-instagram).

By taking these steps, Instagram is supporting a trend of distancing from public places and encouraging its users to highlight this in their profiles as well. The popularity of [these new features reportedly almost crashed the site](https://thehill.com/policy/technology/489500-instagrams-stay-at-home-social-distancing-feature-almost-crashes-site) as users flooded the platform’s servers.

Twitter in order to help shelter its users from misinformation, the platform is [banning any tweets that could impact the spread of the virus](https://www.socialbakers.com/blog/2020-twitter-updates). Additionally, Twitter [reignited its profile verification process](https://www.socialmediatoday.com/news/twitter-reawakens-profile-verification-to-help-identify-authoritative-voice/574629/) to mark all the accounts with an iconic blue check mark that can provide reliable information to the public.

The increase of users on Twitter demonstrates that people are turning to social media platforms to stay updated with the latest information or to distract themselves while in self-isolation. The platform’s efforts to keep the information flow relevant and trustworthy is extremely important as fake specialists might emerge and spread false news and panic.

**Donation:**

The company [donated 720,000 facemasks](https://www.bloomberg.com/news/articles/2020-03-23/zuckerberg-donates-facebook-s-emergency-wildfire-mask-stash) that it had in reserve for wildfires and promised to source “millions” more. The social network also pledged to [donate up to $145 million](https://about.fb.com/news/2020/03/coronavirus/#donation-match) to various causes, including healthcare workers and small businesses.

To take the initiative even further, the company also [pledged $1 million to the Poynter Institute’s International Fact-Checking Network](https://techcrunch.com/2020/03/18/whatsapp-unveils-1m-grant-and-info-hub-to-fight-coronavirus-rumors/)(IFCN). The grant will support the Coronavirus Facts Alliance, which is present in more than 100 local organizations in at least 45 countries.

Twitter also pledged to support quality journalism by [donating $1 million split evenly between the Committee to Protect Journalists and the International Women’s Media Foundation](https://blog.twitter.com/en_us/topics/company/2020/giving-back-covid-19.html?_ga=2.125305870.506088499.1599133094-1778686603.1599133094).

At the end we can see each platform is taking great responsibility for their communities of millions (or in some cases, billions) of people globally and looking for creative solutions to stop misinformation, raise awareness, and help people adapt to the new normal.