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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. Social distancing, self-isolation and travel restrictions have lead to a reduced workforce across all economic sectors and caused many jobs to be lost. Schools have closed down, and the need for commodities and manufactured products has decreased. In contrast, the need for medical supplies has significantly increased. The food sector is also facing increased demand due to panic-buying and stockpiling of food products. In response to this global outbreak, we summarize the socio-economic effects of COVID-19 on individual aspects of the world economy (Nicola & Alsafi, 2020).

Without safeguarding the fundamental needs for the vulnerable ultra-poor group can undeniably cause the socioeconomic crisis and mental stress due to the COVID-19 lockdown. It has further created unemployment, deprivation, hunger, and social conflicts. The weak governance in the fragile healthcare system exacerbates the general public's anxiety as the COVID-19 testing facilities are centered around in the urban areas, a long serial to be tested, minimum or no treatment facilities in the dedicated hospital units for COVID-19 patients are the chief observations hampered along with the disruption of other critical healthcare services. (Shammi & Badrud-doza, 2020). However, combined effort in governing the rules to stop the virus from spreading can minimize the damage and social media can act as the most important extract to handle the situation. There are plenty of reasons to claim such thing. People have learned the use of internet and mostly they use the internet for socializing online through the social media platforms like Facebook, Instagram, Twitter etc. Moreover, there is a Hash tag trend that makes it easy to filter any particular event or term. It is a fact that people now a day live online. That means it is quiet easy to get the attention of most people if you use anything in social media. Anything trending or mass alarming event or incident get exposed to most people through social media. And lockdown for this particular situation has made it easier to reach the people easily.

There are some limitations in the process. One of them is lack of sincerity in people regarding the pandemic. Mostly rural people are highly unconscious as well as ignorant of the situation since they are not exposed to social media platforms. They also possess some taboo in their society that keeps them off such events. So targeting them and creating awareness among them is difficult. Social media is considered as a media of entertainment by a handful number of people. They do not consider using social media as a source for information. Also social media shows or displays the contents in which the users are interested. So it also pulls the process back significantly. Still COVID-19 issue has moved the entire world in such a way that it made everybody to show some concern about it.

More than half of the world now uses social media. 3.96 billion people use social media. Among the social media platforms Facebook and youtube has got most number of users and that is the best opportunity to reach the people. Because Facebook and You tube allows advertising, video content sharing as well as communicating with the users. Thus spreading a message is more impactful and resourceful with them. Owner of most social media platform is the biggest data provider company GOOGLE that makes them resourceful and capable enough to create an impactful campaign through social media platforms. Yet there are plenty of other methods in using social media for creating awareness among people. Socioeconomic as well as political concern has to include COVID-19 situation as their primary concern. This has now become a global responsibility to work as a team and make a safe and better environment. Social media can play the most important as well as resourceful role to help the cause. A few do’s and don’ts are given below that can prove to be helpful to fight the crisis of COVID-19 situation.

* Make the message more informative but in a interesting and creative way like through short film or Marketing campaign.
* Using the celebrity personnel who use social media to ask their followers help preventing the pandemic by maintaining the health issues.
* Politicians can ask the people to abide by the social and personal safety measures through social media.
* Doctors and health workers can provide online advice and measures to maintain a safe health.
* Government sites can include a particular tag about the COVID-19 related do’s and don’ts for the employees to follow.
* All sort of organizations can come up with any kind of advertisement to make their workers aware as well as conscious about the pandemic. It can be a video message or poster or banner in the organization social media platform.
* Educational institutions are connecting with the students through social media. So they can also provide students with advice on the situation. Also individual work can be assigned as assignment like making a video telling the safety measures to fight the COVID-19 pandemic and post it in social media platform from their profile.

Finally, it is not easy also not that much difficult to make people listen to a message which concerns about life saving. Social media could just be the extract to make people listen and create an impact on them. Collective effort can help us get through this nightmare and see a safe and healthy life.