

# The Guide

powered by 

## to November Social Media

### Awareness Days

**All**

November  
Diabetes Awareness Month

---

**5th**

Bonfire Night

---

**9-15th**

National Spa Week

---

**11-15th**

Sugar Awareness Week

---

**19th**

World Toilet Day

---

**20th**

Universal Children's Day

---

**30th**

St Andrew's Day

### Top Tips

# Crisis Communication With Your Customers



As the UK faces another round of national and regional lockdowns, confident and well-managed communication with your customers is key.

Social media is a great way to reach out to your regular customers, so we've put together this guide to speaking to your customers with confidence in uncertain times.

**1**

## **Listen to your customers and your staff**

Take in what they are saying, understand, and respond with empathy.

**2**

## **Consider your content and tone**

Any posts, tweets, or communication should be made with sensitivity and care. Think about the tone of your messaging - it may need to change from your usual style.

**3**

## **Be clear and honest**

Share what you know, and be honest about what you don't. Communicate readily and regularly - your customers will appreciate regular contact. Whatever you do - don't go dark!



# 4

## Pause and reconsider your social media strategy

Rather than continuing with your usual content, consider whether it is appropriate. Whilst it's important to communicate and engage, this should not be considered a marketing opportunity.

It's perfectly acceptable to continue to promote your product or service - you just may need to do it in a different way.

# 5

## Give help and assistance

Think of ways your brand/business can help others during these turbulent times. Can you adapt to offer something different?



#trending

Explore the top industry-related topics being searched for on Google

coronavirus tiers



weight training



gym petition



gym closures



exercise machine



## Platform Updates



### Facebook Dating

Following a successful US launch, Facebook is launching Facebook Dating in Europe. This extra element enables users to create Dating-specific profiles, separate from their normal Facebook presence, in order to keep their personal specifics separate. Facebook then uses its vast data banks to help match users up with prospective partners



### Increased Monetization Options

Instagram has enabled creators to boost their revenue stream using Instagram Live and Instagram TV (IGTV). One of these tools includes Badges on Instagram Live. This allows fans to purchase a heart-shaped badge that appear next to their name in the comment section during the creator's live video to show their support.



### User Growth Slows

Twitter has reported a slowing in its user growth this quarter, following an increase of 20 million extra users in Quarter 2, which coincides with the first wave of Covid-19. We wonder whether this will pick up again as the second wave hits...

*See you next month!*