

Whilst we endeavour to support you from an operational business perspective we are keen to ensure you remain present on social media too.

Below are some tips that may help you when planning your content;

- **You may be closed but don't disappear.** We are all worried about saying the right thing but showing empathy and understanding is a great place to start. It's important to remain on the social circuit, just ensure your messages are within the content of the current situation and considers visitor's current challenges.
- **Content Marketing, not promotional marketing** - Posting promotional content is insensitive at this time and we need to make a transition from direct marketing to content marketing. Focus on content that is going to educate your audience either about the safety of your customers during these times or content that educates them on key topics. Your objective is to build a tribe right now and educate, entertain and keep them focused and in some circumstances distracted from the outside world.

**Types of content could be;**

- Videos -- Talks, Virtual Tours, Live Stream walks around the grounds. Perhaps a tour guide could do a video?
- Testimonials/ vlogs / how to's
- Blogs and articles
- Past quotes from clients
- Throwbacks
- Any alternative solutions for their product – e.g. restaurants are doing deliveries
- **Be real.** It's okay to tell your audience about what this crisis means for your business, your employees and your ability to keep operations afloat. Consider your messages and their appropriateness. Ensure you share content that meets advisory guidelines at the time – i.e. this is currently social distancing.
- **Don't forget your core values:** It's important not to go completely off piste with messaging and remain within your brand values.
- **Be helpful and engage in your local online community.** It's good to get involved in the conversations in and around your community

and talk about how your community is coming together during this time. Is there anything you can do to benefit your community. Do you have anything thing you can use virtually that could entertain children that are at home?

TSE is keen to support your marketing messages where ever we can on social media. When posting any content that falls into any of these categories below please do tag us in and we will endeavour to help share your messages where ever possible.

- Outdoor Event Spaces/Parks and Gardens ( social distancing)
- Videos/Virtual Tours
- Useful Blogs
- Educational Content for kids/Online Entertainment for kids (in relation to your business)
- Competitions
- Helping Others - creative initiatives to support the community/Good News Stories

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