

purpose

Guidance on social media behavior during the evolving environment created by coronavirus, in which individuals are responding with a range of reactions and information is changing daily.

direction

Because these are trying and stressful times and many people are anxious and suffering, existing social media policies should be supplemented with additional guidance. This includes sharing information only from reliable sources, avoiding politicized or polarizing posts, and keeping social media as positive and uplifting as possible. Reflecting an organization's mission, vision and values in online behavior will help manage fear during this time and support gains in organizational trust, allowing for faster rebound and recovery.

a list of recommended guidelines to follow in alignment with existing social media policies

1 Do rely on established institutions with relevant expertise.

2 Do share positive stories about how you're spending the downtime: family activities, home projects, etc.

3 Do share and promote the good work and service that other companies are doing in support of helping their communities and others.

4 Do post in support of healthcare workers, teachers, and others who are on the front line of crisis response.

5 Do share information about how people can get involved with community efforts to lessen the negative impact of the virus on those in need.

6 Check the original source when sharing a link. It only takes minutes to validate.

7 Check the date of all content to make sure it is current, given the speed with which the situation is changing.

8 Avoid anonymous authors, information with misspellings, use of extreme language, and content with multiple exclamation points.

9 Refrain from sharing content, like memes, that promote negativity or uncertainty. Uplifting and positive memes better reflect the values of the organization.

10 Refrain from, and be mindful of, actively engaging in political commentary. It can quickly turn a negative corner. Like nationality, viruses do not have political affiliations.

11 Do not call into question our professional ability to keep the business moving forward.

12 Do not make assumptions about COVID-19 impacting any individual or group based on appearance, nationality or behavior.

13 Do not refer to COVID-19 in any slang or inappropriate ways, such as calling it the "Chinese Virus." While it did originate in China, viruses do not have nationality.

14 Do not post images of your workspace, or other spaces, as empty or desolate. This can spread fear, concern and negative conversation.

15 Do not post images or talk about being in large groups as it's against the #socialdistancing protocol and behavior that you have been counseled to avoid.

Reflecting an organization's mission, vision and values in online behavior will help manage spread of fear during this time. We must work together in support of gains in organizational trust, allowing for faster rebound and recovery.