

B2B SOCIAL MEDIA IN THE AGE OF CORONAVIRUS

The State of Play

May 2020



TRANSMISSION.

 MARKETING
PARTNERS

 Marketing
Partner



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INTRODUCTION

With people now working from home, a lot of assumptions are being made as to how they're engaging with social media in light of the coronavirus crisis.

We've partnered with Facebook, Twitter and LinkedIn to uncover what's really happening and how your audience is actually interacting with social channels.



FIRST AND FOREMOST

1

Take care

The most important thing is to focus on health and safety for you and your loved ones.

2

Share good values

Stay positive and inspire your community, honestly and authentically.

3

Give back

Encourage those who have the means to donate to charities responding to the coronavirus and people who are directly affected.

4

Get creative

Consider any wild ideas you've had in the past that you never brought to life. Tap into your creativity and try out big ideas that could help people.

KNOW THE FACTS

Sharing facts to fight the spread of misinformation can help limit the spread of illness and give people confidence in their own actions.

Before sharing any details about coronavirus with your community, you can find the latest tips and updates from the World Health Organization and local health authorities on Facebook's Coronavirus (COVID-19) Information Center, by searching for 'coronavirus' on Twitter and by following official updates from the LinkedIn Editorial Team.



THE STATE OF PLAY



RIGHT NOW, INVENTORY IS COMPETITIVE BUT CONSUMERS ARE RESPONSIVE

+45%

of global consumers are spending more time on social media.¹

-50%

drop in CPM vs November 2019. This is due to advertisers shifting budgets in affected industries.²

+60%

increase in CTR in a recent study in the UK over a 6-day period. CTRs doubled in the US over a 10-day period.³

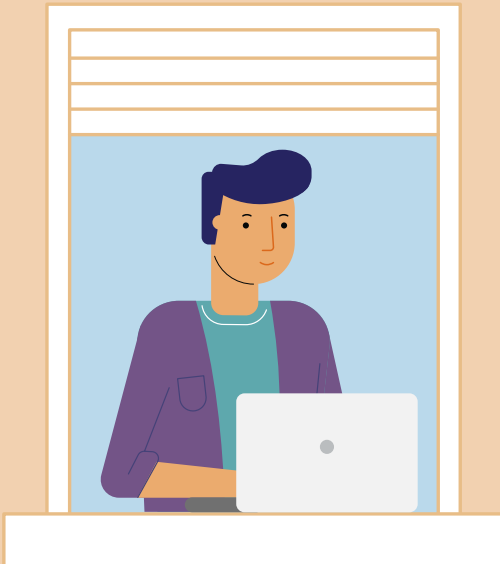
A global survey of 35,000 global consumers published by Kantar in April 2020 found:

92% Think brands should keep advertising

78% Believe brands should help them in their daily lives

75% Say brands should inform people what they're doing

74% Think companies should not exploit the situation



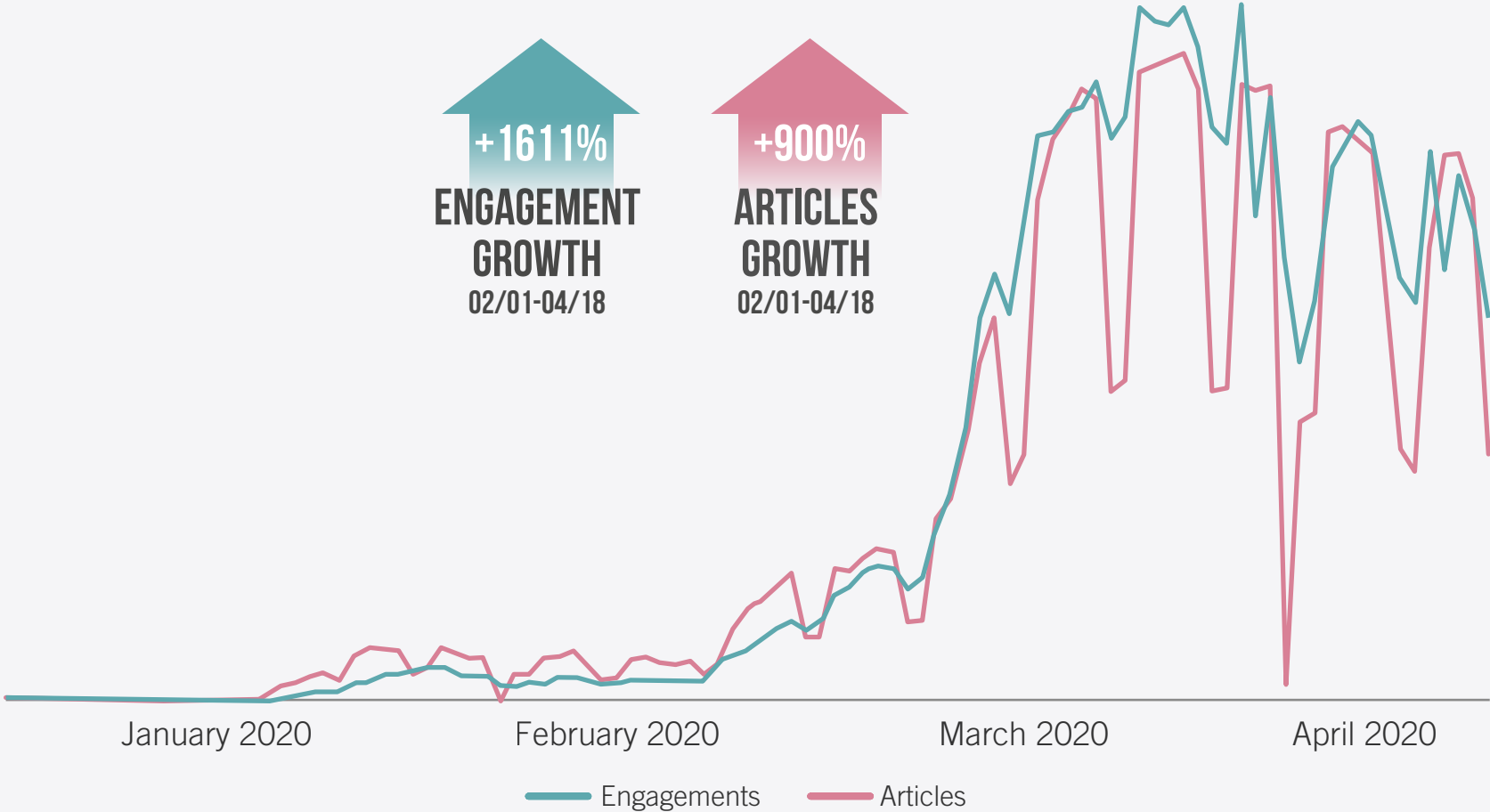
LINKEDIN



LINKEDIN: WHAT WE'RE SEEING

THERE'S BEEN A DRAMATIC INCREASE IN ENGAGEMENT AND ARTICLES

Engagements vs Articles Over Time



LINKEDIN: WHAT WE'RE SEEING

MEMBER AND COMPANY CONVERSATIONS ARE SHIFTING

Top trending #Hashtags January 2020

- 1 #marketing
- 2 #leadership
- 3 #business
- 4 #realestate
- 5 #hiring
- 6 #jobs
- 7 #innovation
- 8 #kudos
- 9 #digitalmarketing

Top trending #Hashtags February 2020

- 1 #marketing
- 2 #leadership
- 3 #business
- 4 #realestate
- 5 #hiring
- 6 #innovation
- 7 #jobs
- 8 #digitalmarketing
- 9 #recruitment

Top trending #Hashtags 1 March- 22 April 2020

- 1 #covid19
- 2 #coronavirus
- 3 #marketing
- 4 #realestate
- 5 #leadership
- 6 #business
- 7 #corona
- 8 #yomequedoencasa
- 9 #hiring

LINKEDIN: WHAT WE'RE SEEING

MEMBER AND COMPANY CONVERSATIONS ARE SHIFTING

Since January, engagement on coronavirus-related topics continue to increase across regions and industries



Culture and community

- Virtual collaboration tools (1.04%)
- Productivity (0.98%)
- Learning new skills (3%)

Health and well-being

- ProHealth (3.98%)
- Employee health (0.93%)
- Personal health (0.38%)

Business and productivity

- Gig economy (4.23%)
- Going digital (2.91%)
- Connectivity and bandwidth (1.07%)
- Supply chain (0.58%)
- Travel plans and contingencies (0.01%)

% OF POSTS BY TRENDING TOPICS

LINKEDIN: WHAT ARE YOU SEEING?

DISCOVER TRENDING CONTENT WITH YOUR TARGET AUDIENCE

Location

Add a location

- Greater San Francisco Area
- Greater Seattle Area
- Greater New York Area
- Greater Chicago Area

Industry

Add a location

- Information Technology and Services
- Engineering
- Gaming
- Manufacturing

Job function

Add a location

- Design
- Engineering
- Product Management
- Product Marketing

Topics by audience size

TRENDING TOPICS

- Video Games (7,000)
- Microsoft (3,235)
- Blockchain (925)
- Coding (464)
- Digital Reality (212)
- Amazon (25) + Add topic

Articles

Sort by Most recent

AUGUST 13, 2018
Helping employ the next generation of gamers
 The thought of jobs done by robots can stir up controversy, especially around ...
 MIT Technology Review
 123 Likes · 41 Comments · 143 Shares
 Video Games Microsoft

AUGUST 3, 2018
The newest technologies in gaming
 The thought of jobs done by robots can stir up controversy, especially around ...
 LinkedIn · Ernest Duncan
 133 Likes · 41 Comments · 143 Shares
 Coding Video Games

JULY 14, 2018
Gaming industry takes digital currency to another level with blockcha...
 The giant's cloud-computing business offers a look around the replacement of ...
 WSJ · Wall Street Journal
 123 Likes · 41 Comments · 143 Shares

In order to **know & grow your audience**, it's important to find the content or topics that matter to the people you most want to reach.

Using LinkedIn's new Content Suggestions feature you have the ability to see which content and topics are engaging your target audience the most.

TWITTER





TWITTER: WHAT WE'RE SEEING

USER BEHAVIOURS

37%

Over a third of Twitter users are **spending more time on social media**

46%

are **finding light hearted content** on social media

24%

would be interested in watching **industry or professional events**



TWITTER: WHAT WE'RE SEEING

BRANDS AND THEIR ROLE

People on Twitter are generally receptive to brands continuing to advertise during #COVID19.

Brand advertising brings a sense of normality.

51% of people on Twitter agree that seeing and hearing ads gives them a sense of normality.

People want to hear from brands during lockdown.

68% say brands should continue to advertise products as normal.

69% Understand companies need to advertise to stay in business.

77% want brands to continue selling their products as normal.

30% Less than a third see advertising as normal as insensitive.





TWITTER: WHAT WE'RE SEEING

BRANDS' TONE OF VOICE

The tone Twitter users want brands to strike.





TWITTER: WHAT WE'RE SEEING

WHAT WE'RE MISSING WHEN WFH

In what is a very different 2020 to the one any of us expected, these are the things that people are missing most in lockdown.



General office chat

50% agreed that chatting with colleagues in the office was something they were missing.

31% were also missing the gossip. Our meetings on Google and Zoom are not the same.



The commute to the office

26% only one in five of us are missing our daily commute.

It's an upside lockdown has brought us, with the commute to our home office taking seconds for most.



Seeing friends and family

65% Almost two thirds cite the loss of regular contact with friends and family as the thing they miss the most.

49% And almost half us miss hugging.



The great outdoors

56% miss the freedom of being out and about.

46% miss shopping, even just browsing.

26% only a quarter feel the loss of sport.



TWITTER: WHAT WE'RE SEEING

WHAT WE'RE MISSING WHEN WFH

 **Charlotte Clymer**  
@cmclymer

I miss hugging people.

9:49 AM · Apr 10, 2020 · [Twitter for iPhone](#)

233 Retweets **2.8K** Likes

 164  233  2.8K 

 **Emma Jolliffe**
@emmajolliffe1

I miss going to the shops to buy snacks any time of the day or night
       

7:32 AM · Apr 1, 2020 · [Twitter for Android](#)

9 Likes

   9 



TWITTER: WHAT WE'RE SEEING

PEAK TIME OF DAY BY ACTIVITY



9am - 12pm

- Going to the shops
- Listening to music / the radio
- Working out at home / going running
- Laundry and household chores



12 - 2pm

- Engaging with the local community



2 - 8pm

- Spending time on hobbies



5 - 10pm

- Playing video games
- Playing games on phones and tablets
- Watching live TV
- Using streaming services e.g. Netflix, Amazon Prime
- Spending time on social media
- Online shopping
- Cooking from scratch
- Facetiming or video calling friends and family



8pm onwards

- Reading



TWITTER: WHAT WE'RE SEEING

TOP HASHTAGS

#coronavirus 75M tweets

#covid19 65M tweets

#covid_19 14M tweets

#stayhome 7M tweets

#covid2019 7M tweets

#corona 5M tweets

#covid-19 5M tweets

#covid 5M tweets

#stayathome 5M tweets

FACEBOOK



FACEBOOK: WHAT WE'RE SEEING



In many of the countries hit hardest by the virus, total messaging has increased more than 50% over the last month. Similarly, in places hit hardest by the virus, voice and video calling have more than doubled on Messenger and WhatsApp.



People are turning to best-in-class communication services like Messenger and WhatsApp to connect, and we're seeing engagement surge around the world. For instance, calling has more than doubled for Messenger and WhatsApp year-over-year in places most impacted by the virus, like in Italy.



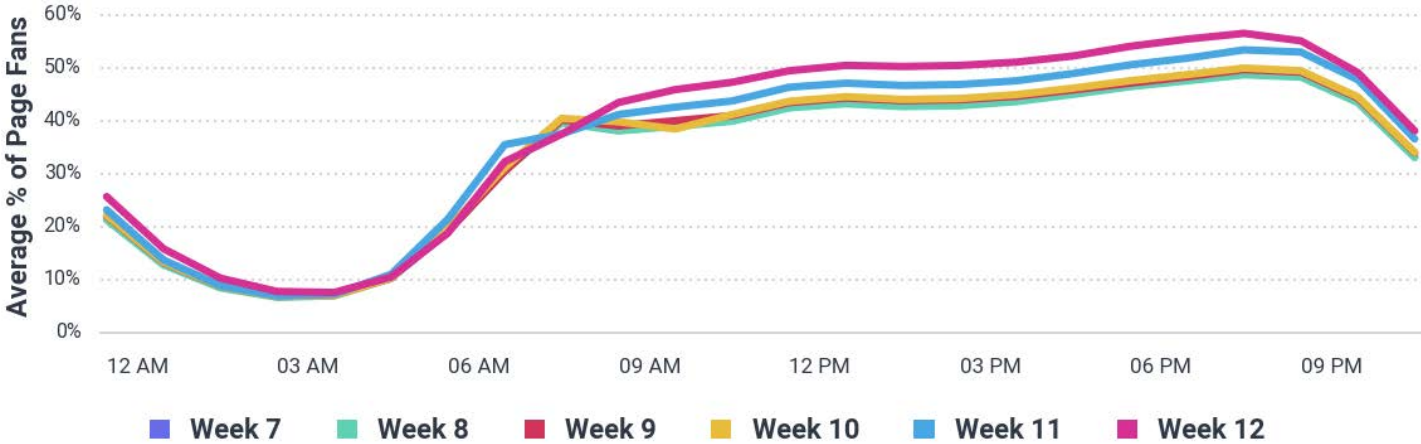
Globally, we've seen the most significant increases in Messenger usage across group calls; 70% more people are participating in group video calls, and time in group video calls has doubled globally, week-over-week.



In the first week since launching, the Stay Home sticker on Instagram was used over 100M times globally.

FACEBOOK: % OF EUROPEAN PAGE FANS ONLINE

% of Page Fans Online
European Brands Pages on Facebook



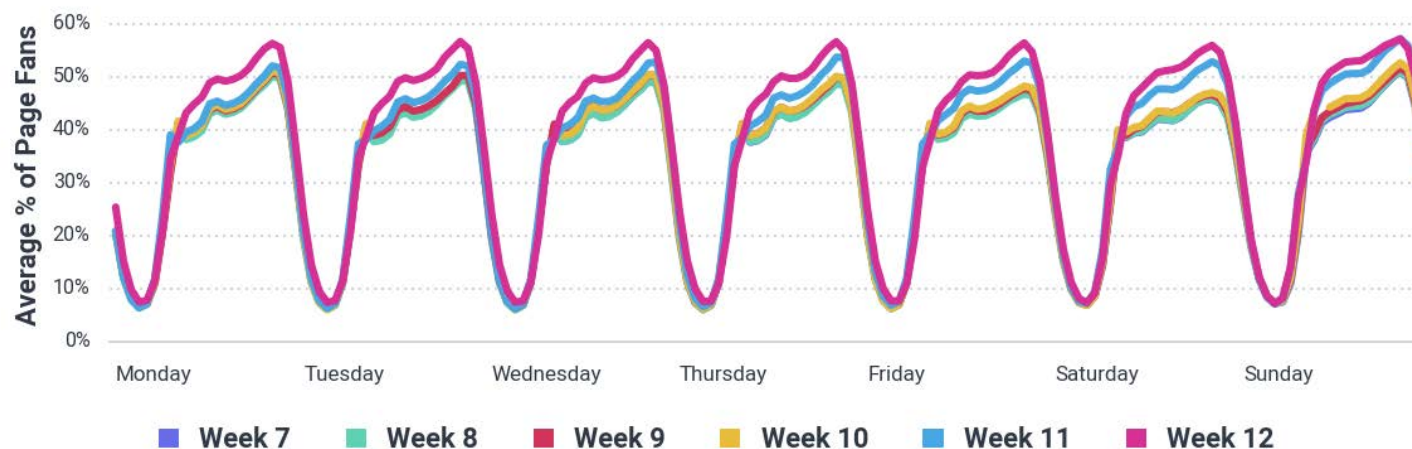
Source: Socialbakers data
Date Range: January 1, 2020 - March 23, 2020
Sample: 6,529 European Facebook Pages of Brands



As more and more companies have settled into home office situations, the percentage of fans who have seen Facebook posts on brand pages has increased a little in each of the last three weeks. The peak time every day of the week is 8pm.¹

FACEBOOK: % OF EUROPEAN PAGE FANS ONLINE

% of Page Fans Online
European Brands Pages on Facebook

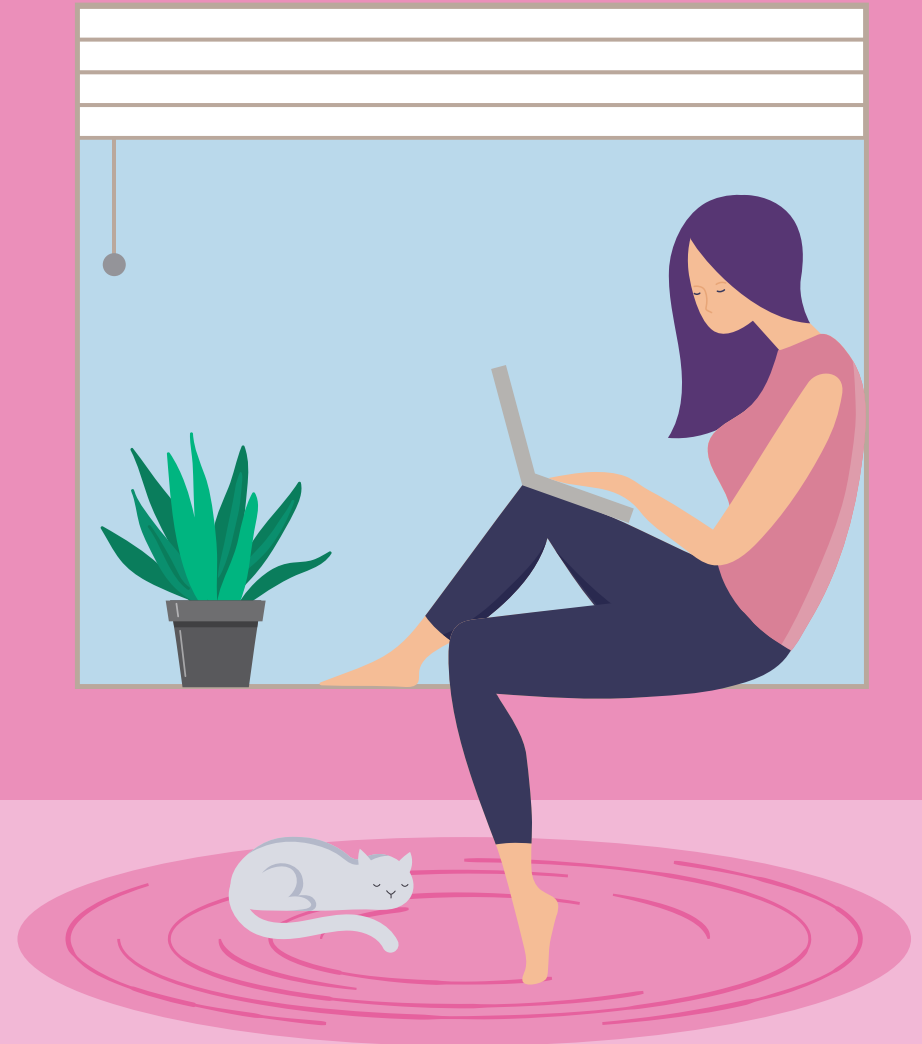


Looking at the same time frame, there was an identical 12.3% increase in activity at 8pm on both Sundays and Mondays.¹

Source: Socialbakers data
Date Range: January 1, 2020 - March 23, 2020
Sample: 6,529 European Facebook Pages of Brands



WHAT'S THE OPPORTUNITY?





Forbes recently asked chief marketing officers and marketing leaders for their top three tips about growing in a down economy.

73% of them that stated they are increasing their marketing efforts and placing their budgets into:

28% more advertising

15% more organic growth

18% more content marketing

12% more social media marketing

“Facebook and Google advertising is **20% cheaper** than it was pre-coronavirus and internet use is at an all-time high...you may never have this opportunity again.”

Bob Benz, President, Advanced Telecom Services¹

With usage up and costs down, there are new opportunities for marketers on Social.

More browsing with purpose

Readjust your paid media social strategy to focus on emerging community needs.

Ask yourself how your brand fits into the current climate and how your offerings align with the new realities.

Embrace innovation

Communities are embracing new and emerging technologies like live streams, messenger ads and group chats.

Pivot your social strategy and experiment with new ways of reaching your audiences before they switch off.

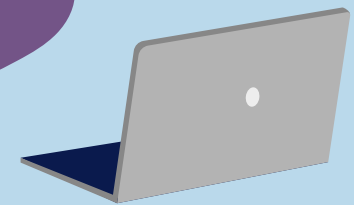
Lead gen only?

An honest assessment is required right now. Shift budget from pure conversion and lead gen campaigns to branding and engagement tactics where possible.

Drive business continuity

Signal your values and lead the charge to meet evolving customer needs by focussing on Executive Thought Leadership, Customer Centricity and Safety and Reassurance.

HOW DOES THIS IMPACT CONTENT?





Shift in social ads

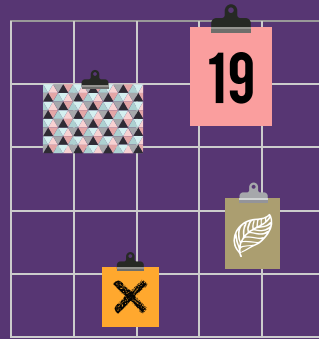
A recent study¹ has noted a shift in the type of imagery brands are using in social media ads, finding that there are 27.4% fewer images and videos containing human interaction (e.g. hugging or shaking hands).



LinkedIn: When creating content, practice the fundamentals

- 1** Never lose sight of your customers' and employees' needs
- 2** Demonstrate trustworthiness
- 3** Bring your brand values to life
- 4** Be supportive
- 5** Be human
- 6** Listen intently
- 7** Be mindful of tone, timing and delivery
- 8** Look forward while keeping your finger on the pulse

THINKING BEYOND



RESOURCES FROM OUR PARTNERS

Since January 2020 'remote working' searches on LinkedIn Learning have tripled as both employees and managers increasingly look for advice on how to navigate the challenges of working remotely and managing a remote workforce. In response to this, LinkedIn has released a [series of free learning courses](#) providing work/life hacks.

Facebook has launched a Small Business Grants programme which is offering \$100M in cash grants and ad credits to help during this challenging time. Up to 30,000 small businesses in more than 30 countries will be eligible to receive the grant. More details [here](#).

LinkedIn has launched '[We're In It Together](#)', a community hub to help if you're in need of a new job, looking for critical talent to join your team, or searching for advice to help you navigate the changing world of work. It includes an [initiative offering free job posts](#) to help find frontline workers faster.



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