

ONE NINTH | BEST PRACTICES

CONTENT CREATION DURING COVID-19



First off, we know these are tough times. Because of this, we've aggregated information on best practices for how to create content that is compassionate, helpful, and encouraging.

We've gathered and assessed research on whether or not to create content during this time, and the results are a resounding "yes." Check out some statistics on the next page.

SHOULD WE “GO DARK” ON SOCIAL MEDIA DURING THIS CRISIS?

WE DON'T THINK SO. Here's some statistics that support why we believe now is the time to pivot and create thoughtful, compassionate content. We need community now more than ever.

2X

views on Facebook
and Instagram
Live content

23%

increase in daily
Twitter usage

50%

increase in social
media traffic
in hardest hit
countries

1,000%

increase in facebook
group calls in Italy's
lockdown

30%

increase in Pinterest
use in Germany,
Spain and France

70%

rise in time spent on
Facebook-owned apps

The United Nations has put out an open brief and call to all creatives to raise people's awareness about issues related to COVID-19. We are firm believers in content which exemplifies these messages. Here are some concepts which the UN has identified as crucial to help "flatten the curve."

LET'S START OFF WITH SOME DO'S AND DON'TS.

DO

- Bring your own magic to these key messages - a creative twist, a cultural quirk, an interpretation which helps amplify them to audiences not yet reached
- Capture one of the above key messages per submission
- Include messaging derived from UN-guidance and are true to the spirit of the public health needs
- Include 'Source: World Health Organization' where applicable
- Only include images or a photo of someone once you have their consent to use it for the purpose of this brief. Obtaining this consent is the sole responsibility of the participant.

DON'T

- Don't include language that is or could be interpreted as inflammatory, discriminatory or stigmatizing
- Don't include images or photos of people who are, or look under 18 years old.

"We are in an unprecedented situation and the normal rules no longer apply. We cannot resort to the usual tools in such unusual times. The creativity of the responses must match the unique nature of this crisis - the magnitude of the responses must match its scale."

UN Secretary-General, António Guterres

THE UNITED NATIONS HAVE IDENTIFIED 6 KEY AREAS OF CONTENT CREATION TO SUPPORT HEALTH MEASURES FOR THE VIRUS

Creating content that is informative and relevant is important to the safety of those around us. These 6 concepts will help you identify the safety measures set in place by the United Nations which encourage viewers to behave safely during COVID-19.

1. PERSONAL HYGIENE

Handwashing, reduce face-touching, respiratory hygiene, staying home, wearing a mask outside of the house

tone: *Fact-based, educational, jovial, upbeat, personal*

2. PHYSICAL DISTANCING

Maintain at least 6ft of distance between you and other people

tone: *Fact-based, rational, educational, professional, calming, reassuring*

THE UNITED NATIONS HAVE IDENTIFIED 6 KEY AREAS OF CONTENT CREATION TO SUPPORT HEALTH MEASURES FOR THE VIRUS

3. KNOW THE SYMPTOMS

If you have a fever, cough or difficulty breathing, seek attention right away

TONE: *Fact-based, rational, educational, professional, calming, reassuring*

4. KINDNESS CONTAGION

How will we band together to express solidarity and build
a kindness contagion?

TONE: *Common humanity, mental health, caring, solidarity,
empowerment, inclusive*

THE UNITED NATIONS HAVE IDENTIFIED 6 KEY AREAS OF CONTENT CREATION TO SUPPORT HEALTH MEASURES FOR THE VIRUS

5. MYTH BUSTING

Cracking down and preventing the spread of false information

tone: *Fact-based, reassuring, informative*

6. DO MORE, DONATE

Supporting the WHO's Solidarity Response Fund

tone: *Empowerment, solidarity, compassion,
small actions have big impact*

IN-DEPTH ON PERSONAL HYGIENE

RESPIRATORY HYGIENE

Make sure you, and the people around you, follow good respiratory hygiene.

WHY?

Droplets from your cough or sneeze spread the virus. By following good respiratory hygiene you protect the people around you from viruses such as cold, flu and COVID-19.

HOW?

This means covering your mouth and nose with your bent elbow or tissue when you cough or sneeze. Then dispose of the used tissue immediately.

STAY HOME

Stay home if you feel unwell. If you have a fever, cough and difficulty breathing, seek medical attention and call in advance. Follow the directions of your local health authority.

WHY?

National and local authorities will have the most up to date information on the situation in your area. Calling in advance will allow your health care provider to quickly direct you to the right health facility. This will also protect you and help prevent spread of viruses and other infections.



PERSONAL HYGIENE CONTINUED

HAND WASHING

Wash your hands frequently. Regularly and thoroughly clean your hands properly with soap and water or an alcohol-based hand rub.

WHY?

Washing your hands with soap and water or using alcohol-based hand rub kills viruses that may be on your hands.

HOW?

1. Wet hands with water. 2. Apply enough soap to cover all hand surfaces. 3. Rub hands palm to palm. 4. Right palm over left hand, interlaced fingers. And vice versa. 5. Palm to palm, fingers interlaced. 6. Back of fingers to opposing palms, fingers interlocked. 7. Rotational rubbing of right and left thumbs. 8. Rotational rubbing with clasped fingers, in palm. 9. Rinse hands with water. 10. Dry thoroughly with a towel. Minimum 20 seconds.

FACE TOUCHING

Avoid touching eyes, nose and mouth.

WHY?

Hands touch many surfaces and can pick up viruses. Once contaminated, hands can transfer the virus to your eyes, nose or mouth. From there, the virus can enter your body and can make you sick.

PERSONAL HYGIENE CONTINUED

GOOD HANDWASHING TECHNIQUE



Wet your hands with clean, running water (warm or cold), turn off the tap, and apply soap.



Lather the backs of your hands, between your fingers, and under your nails. Scrub your hands for at least 20 seconds.



Rinse your hands well under clean, running water. Dry your hands using a clean towel or air dry them.

IN-DEPTH ON PHYSICAL DISTANCING

MAINTAIN PHYSICAL DISTANCING

Maintain at least 2 metres (6 feet) distance between yourself and anyone who is coughing or sneezing.

WHY?

When someone coughs or sneezes they spray small liquid droplets from their nose or mouth which may contain the virus. If you are too close, you can breathe in the droplets, including the COVID-19 virus if the person coughing has the disease. Also danger of surface contamination - hence importance of personal hygiene.

Where advised, stay home and avoid gathering in groups or with people who may be more vulnerable such as the elderly and those with underlying health conditions.



IN-DEPTH ON KNOWING THE SYMPTOMS

IF YOU HAVE FEVER, COUGH AND DIFFICULTY BREATHING, SEEK MEDICAL CARE EARLY.

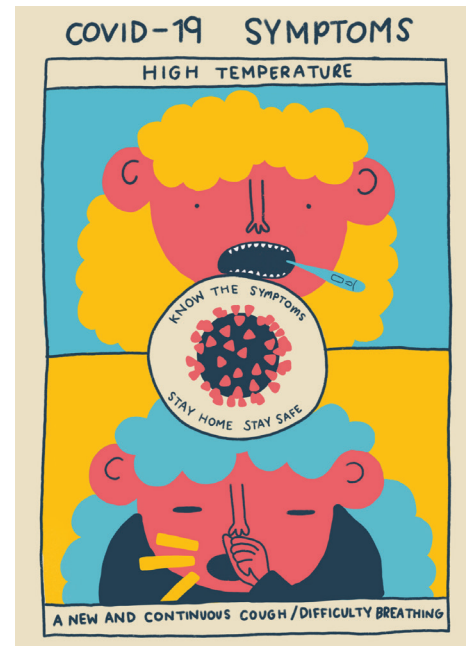
Stay home if you feel unwell. If you have a fever, cough and difficulty breathing, seek medical attention and call in advance. Follow the directions of your local health authority.

WHY?

National and local authorities will have the most up to date information on the situation in your area. Calling in advance will allow your health care provider to quickly direct you to the right health facility and protocols in place. This will also protect you and help prevent spread of viruses and other infections.

INSPIRATION

- Why Covid-19 is worse than the flu, in one chart
- WHO explainer
- CDC explainer



IN-DEPTH ON KINDNESS CONTAGION

Against a backdrop of the worst global crisis the world has faced since WWII, threatening everyone, but especially the poor and vulnerable; at a time when nativist instincts are becoming policy and scaremongering is rife, we will work together to propagate global solidarity and build a kindness contagion.

OBJECTIVES:

- Reset the narrative - highlighting the need for global and collective cooperation to face the pandemic
- Inspire and spotlight acts of humanity, big and small, in communities and across borders;
- Promote solutions for resilience and recovery (connecting to the Global Goals).

INSPIRATION:

- Kind Canadians start "Care-mongering" - BBC
- Stock up on [Love] - Priyanka Chopra
- Postcard bid to help self-isolating neighbours - BBC
- Examples of Human Awesomeness in a Global Crisis - Upworthy
- Message to Myself - 10 Days Ago (Italy) - The Atlantic
- PM Solberg of Norway holds Press Conference for Children
- Solidarity & Resilience in Times of #Coronavirus - UN



IN DEPTH: DO MORE, DONATE

The COVID-19 Solidarity Response Fund has been launched in partnership with the UN Foundation and the Swiss Philanthropy Foundation. This fund allows individuals, organizations, and companies globally to donate to the WHO's COVID-19 efforts. This new fund is the first and only way for individual donors and businesses to donate to WHO's global response to this outbreak.

THE FUND IS SUPPORTING WHO'S EFFORTS TO:

- Track and understand the spread of the virus
- Ensure patients get the care they need
- Equip frontline workers with essential supplies and information
- Accelerate efforts to develop vaccines, tests, and treatments

INSPIRATION:

- Donate your commute (cost of a train/bus ticket, gas/parking)
- Donate your daily coffee/lunch expense
- Employer matching
- Faith community activations

RESOURCES:

- #StopTheSpread
- #AloneTogether (VIACOM/CBS)
- Together, At Home (Global Citizen)

CONTENT CURATION CAN BE SEPARATED INTO FOUR BUCKETS

MARKETING

- Review your content and adjust as needed
- Be mindful and update to date on the current climate

ANALYTICS

- Keep a pulse on your channels and communities
- Understand your customer's needs

CARE

- Prioritize your care queues
- Be prepared with resources
- Listen to your community and share feedback with your team

OVERALL

- Be nimble and adaptable
- Communicate and collaborate
- Check in with your teams

DATA TRACKING AND ANALYSIS

TREND TRACKING

- Follow the flow of conversation over time for your brand and COVID-19
- Look at historical trends to provide the volume context compared to past events

CRISIS MONITORING

- Be alerted for any mentions that have implications for your brand or may cause a shift in your messaging strategy using notifications

COMPETITIVE ANALYSIS

- See how your competitive set and inspirational brands are adjusting their content with regards to the current social climate

SENTIMENT ANALYSIS

- Overall COVID-19 sentiment
- Your brand sentiment
- Competitive SOV of sentiment

FEEL OUT THE “CLIMATE” OF CONTENT CREATED AROUND YOU



LISTEN TO YOUR COMMUNITY

What are they talking about? How are they interacting?

CROWDSOURCE IDEAS

Try a more candid and direct approach, ask them what they want to see!

BE SENSITIVE

Avoid using triggering imagery. Be mindful and intentional with your word choice.

WHAT ARE OTHER COMPANIES DOING?

MARISA THALBERG, CHIEF BRAND AND MARKETING OFFICER, LOWE'S

Lowe's today announced a new campaign inviting people to make their own thank-you signs for health care workers to place outside their homes. Lowe's Chief Brand and Marketing Officer Marisa Thalberg—who just joined the company earlier this year—said her team saw the signs showing up organically across the country and wanted to “fan the flames of that positivity.”

DAVID ZUCKER, SVP OF ECOMMERCE AND CMO, PERDUE FARMS

Before the crisis hit, the chicken company had been working on a national campaign focused on how it produces chicken. However, it decided to shelve that for now and focus instead on a low-fi video of the CEO Jim Perdue that was shot on an iPhone in a parking lot. The video, which will be aired over the next few weeks using millions of dollars in repurposed TV time, features Perdue holding the phone in selfie mode with a Perdue truck in the background thanking workers for their service like farmers, truck drivers, restaurant workers, and shelf stockers.

WHAT ARE OTHER COMPANIES DOING?

MARCEL MARCONDES, CMO, ANHEUSER-BUSCH INBEV U.S

Bud Light has a new concert series and a tracker for which bars and restaurants have take-out service. Others are sponsoring classes, like a new celebrity chef cooking series from Stella Artois and a workout series from Michelob Ultra.

MAYUR GUPTA, CMO, FRESHLY

According to CMO Mayur Gupta, the company has pulled back on a lot of its usual marketing and is instead relying on organic traffic and word of mouth while also switching from a top-of-funnel strategy to something more focused on partnerships and customer engagement. Last month, it also partnered with Nestle to donate \$500,000 to Meals On Wheels to serve senior citizens across the country.

DARA TRESEDER, CMO, CARBON

Along with working with existing customers, Carbon is helping to build shields, masks and other materials with its 3D printers to supply much-needed health care gear. According to Carbon CMO Dara Treseder, the 3D printing company has been focused on three areas since mid-March: employee moral, navigating pipeline issues and canceled events, and developing a “business continuity plan” to adjust for the unexpected year.

WHAT ARE OTHER COMPANIES DOING?

ALLY FINANCIAL

- All employees making \$100,000 or less in annual base compensation will receive a \$1,200 tax-free financial assistance payment to help cover unexpected costs related to working from home.
- Ally added 100% coverage for diagnostic testing and the associated visit related to COVID-19.
- Immediate paid medical leave for any employee diagnosed with COVID-19.
- Expanded childcare support: When daycare or adult/elder care arrangements are disrupted, Ally will cover 30 uses of emergency care.
- Employees with monthly or quarterly incentive plans were assured that Ally would account for COVID-19 impacts to operations.
- Access to free mental health professionals, via phone or text, through the Employee Assistance Program.
- Free financial planning support, including access to certified planners and credit monitoring.
- 100% coverage for virtual doctor visits and online health care services.
- Paid caregiver leave for employees caring for an ill family member.
- Well-being modules and challenges geared to staying physically and mentally healthy at home

WHAT ARE OTHER COMPANIES DOING?

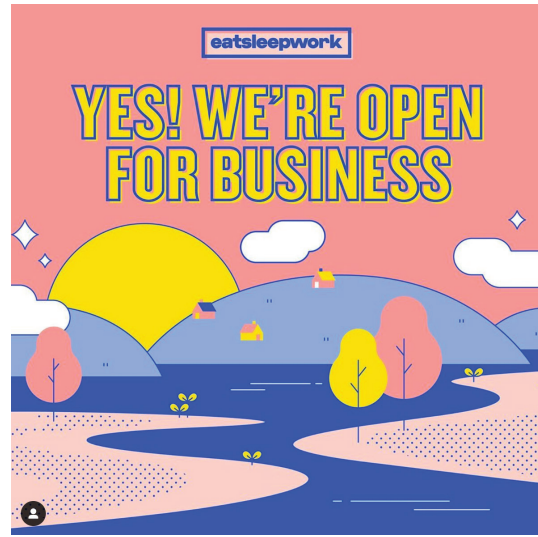
ANDREW MOERS, CMO, TALKSPACE

When the virtual therapy app saw a major growth in volume in mid-February (up 65%), CMO Andrew Moers and his team began implementing a number of initiatives to help people take care of their mental health. Along with giving frontline medical workers 1,000 free hours of therapy, Talkspace has been calling on therapists across the county to donate months that the company will then match. So far, there have been another 300 months of additional therapy donated, which Talkspace has expanded to help beyond doctors and nurses to EMTs and police and firefighters.

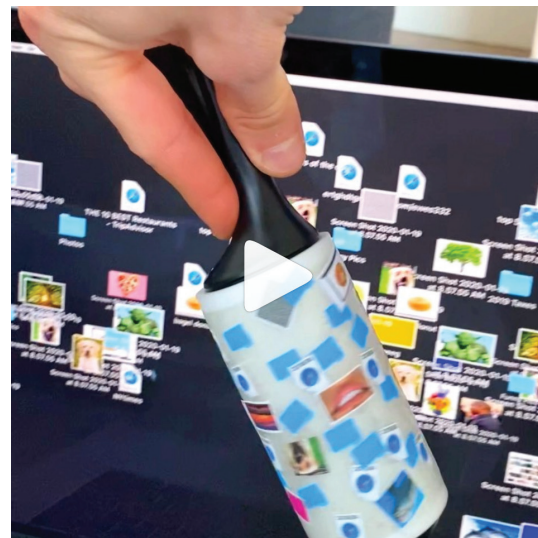
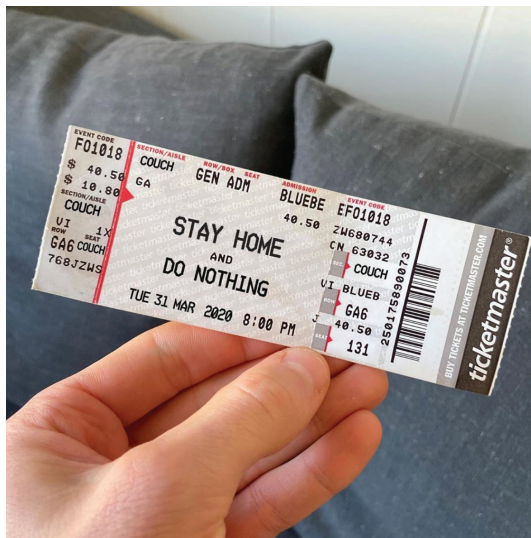
JAY SETHI, CMO, DIAGEO BEER

If you're a marketer at Guinness, St. Patrick's Day is like the Super Bowl. However, with the coronavirus forcing bars and parades around the world to close or cancel, Jay Sethi, the CMO of Diageo Beer, which owns the Irish beer brand, had to pivot. In order to put health and safety first, Guinness decided to cancel its scheduled plans for St. Patrick's Day and find ways to help the bartenders and other service industry workers whose paychecks have suffered as the pandemic continues to cause uncertainty. As part of the plan to help out, Guinness committed \$500,000 with more efforts set to be announced after the holiday.

@eatsleepwork



@pablo.rochat

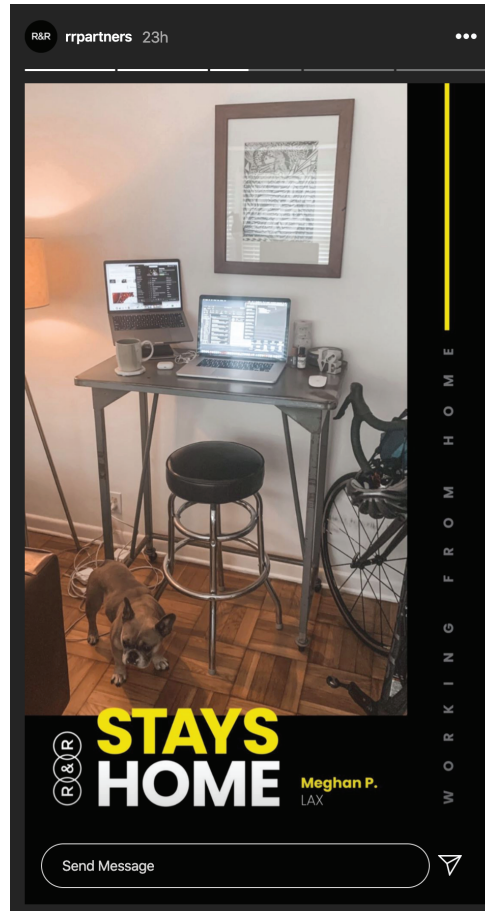


INDUSTRIAL COLOR

NO SHOOT

doesn't mean

NO CONTENT



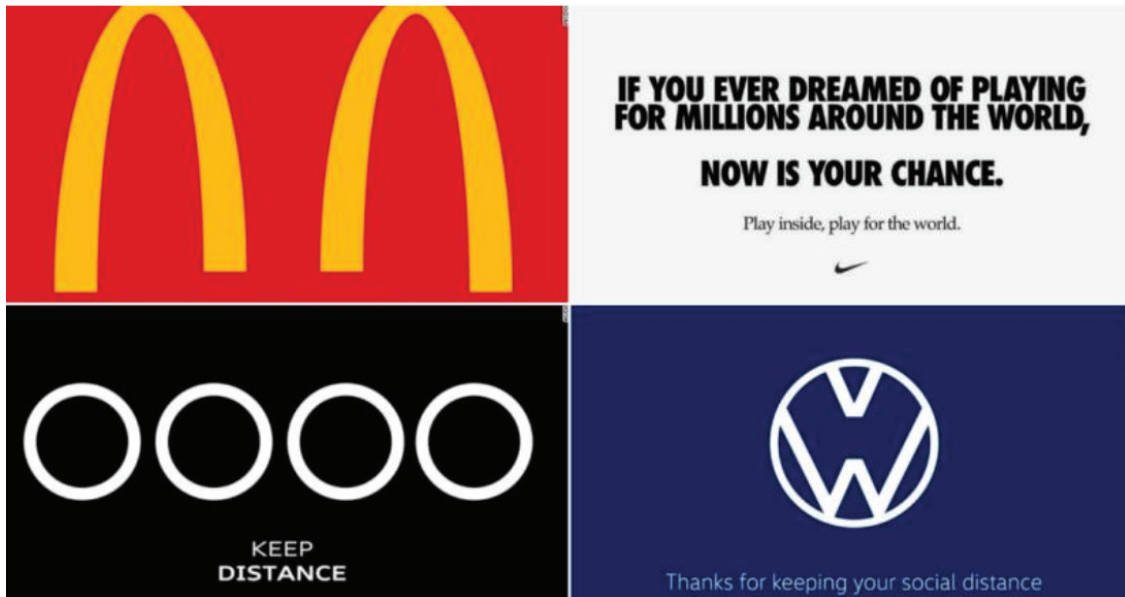
**CNN Business**

2,746,651 followers

32m •



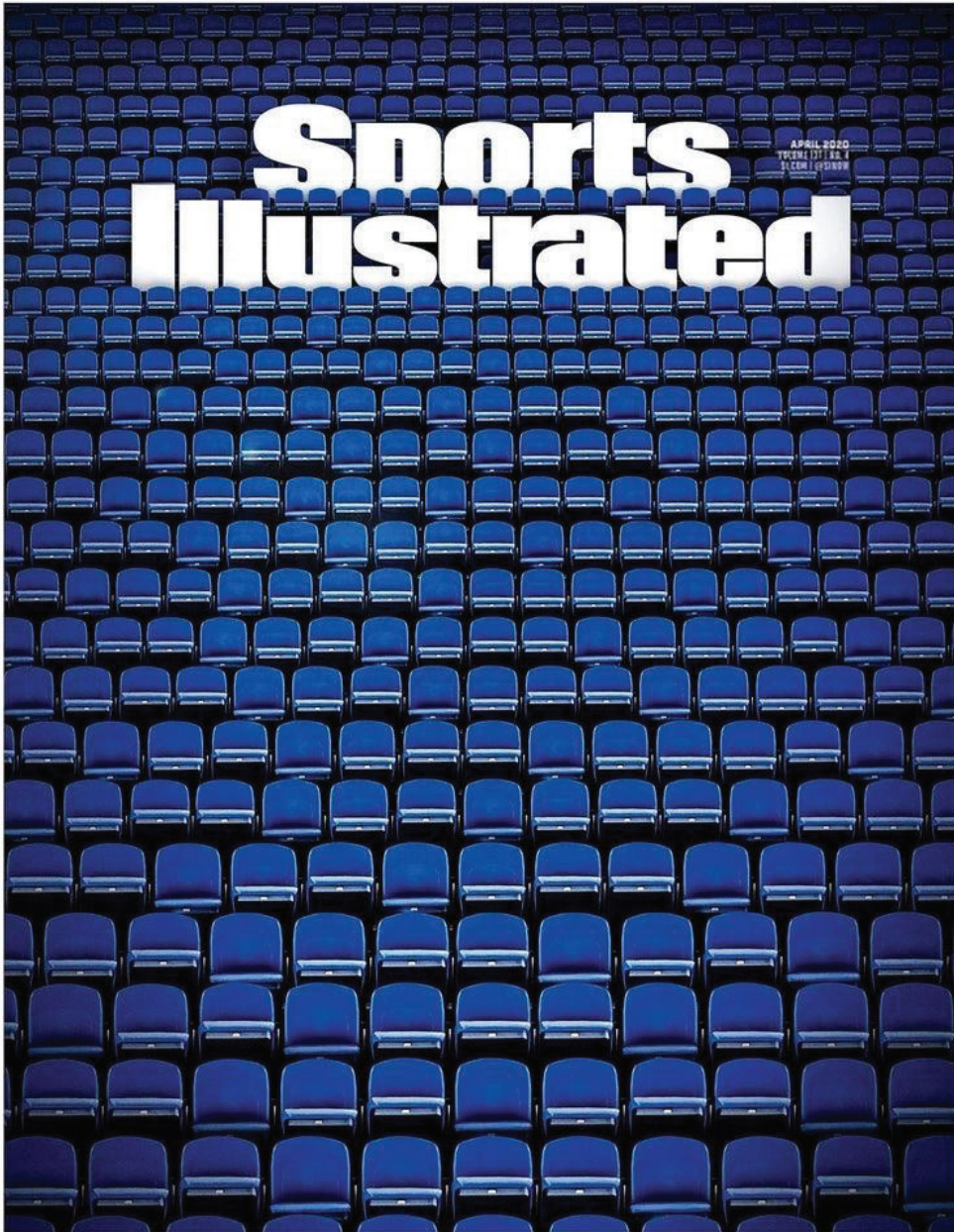
McDonald's, The Coca-Cola Company, Audi AG and Volkswagen AG are just a few of the corporate conglomerates that are interpreting "social distancing" with logo redesigns.



McDonald's and other brands are making 'social distancing' logos

cnn.com





**Bank of America**

1,353,265 followers

5h • A small globe icon representing a post that is public.

[+ Follow](#)

To every health care worker across the globe—from the largest city to the smallest town—thank you. Your commitment and devotion are an inspiration to us all, this **#WorldHealthDay** and every day.

Thank you

LAST BUT NOT LEAST, DON'T FORGET TO PRIORITIZE EMPLOYEE WELL-BEING

Consumers are focused on business ethics now more than ever. Show your community how you're supporting your employees and encouraging best practices to build the morale you deserve.

FOCUS ON MENTAL HEALTH

Social distancing is creating a lot of anxiety and stress. So be sure to highlight employee assistance programs or other mental health apps. Considering offering mindfulness training sessions.

OFFER FINANCIAL ASSISTANCE

If possible, find creative ways to support employees who may be struggling financially. CivicScience, Mark Cuban, and others have announced that they will be reimbursing employees for purchasing lunch and coffee from local small businesses to encourage small business support during the pandemic.

ENCOURAGE VIRTUAL WORKOUTS

Now more than ever, it's important to encourage employees to move, especially if they are sitting inside all day. There are plenty of free resources that you can point employees to, like YouTube, to find yoga or other workouts that can be done in home, or encouraging people to take walks outside at safe distances.













HOST A GRATITUDE CHALLENGE

When it feels like everything is going awry, that's the time to look at the flip side. What's actually going right? People who experience gratitude cope better with stress, recover more quickly from illness, and enjoy more robust physical health, including lower blood pressure and better immune function. Consider launching a gratitude challenge.

HOW TO ENCOURAGE WORKING FROM HOME

HERMOSA BEACH FROM HOME

Looking for things to do from home? Want to help support our community organizations, businesses, and neighbors in need? Check out some of the activities we’ve put together for you to learn, explore and celebrate the things that make Hermosa Beach the #bestlittlebeachcity.

 Listen to a Beach Playlist	>
 Lend a Hand + Volunteer	>
 Support Our Local Businesses	>
 Go For an Audio Walking Tour	>
 Explore Public Art in Hermosa	>
 Practice Mindfulness	>
 Provide Input on City Projects	>
 Watch Hermosa Features	>
 Share Some Cheer	>
 Submit Your Hermosa Photos	>
 Explore Your Favorite Spots	>
 Stay Connected With Us	>

RESOURCES

LA COUNTY DEPARTMENT OF MENTAL HEALTH

If the news surrounding #COVID19 is making you or someone you know feel stressed, anxious, or depressed, call Los Angeles County Department of Mental Health 24/7 hotline at 800-854-7771 or text "LA" to 741741 to get help.

UNITED NATIONS - CALL TO CREATIVES

<https://www.talenthouse.com/i/united-nations-global-call-out-to-creatives-help-stop-the-spread-of-covid-19>

KHOROS COVID MARKETING STRATEGY

<https://khoros.com/thank-you/covid-19-marketing-strategy-community-moderation-best-practices>

A large, white iceberg floats in a calm, blue-grey sea under a pale, overcast sky. The iceberg has a jagged, craggy top and a smaller, rounded piece of ice nearby. The water shows gentle ripples.

THANK YOU!

ONE NINTH

Let us partner with you and build your brand, together.

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