

Managing Your Brand Accounts on Social Media During the COVID-19 Pandemic

Brad Bialy | Digital Marketing Manager



Questions?

Please use the chat window throughout the presentation.

Stay on at the end for 30 minutes to chat about your specific challenges and social media concerns.





"At some time, often when we least expect it, we all have to face overwhelming challenges. When the unthinkable happens, the lighthouse is hope. Once we find it, we must cling to it with absolute determination. When we have hope, we discover powers within ourselves we may have never known- the power to make sacrifices, to endure, to heal, and to love. Once we choose hope, everything is possible." – **Christopher Reeve**

The **Scary** Truth

The staffing industry is being tested...





Carl Quintanilla ✓ @carlquintanilla · Apr 3

A new poll taken from @USChamber reveals that one in four **small businesses** (24%) say they are two months or less from **closing** permanently amid the economic downturn .. One in 10 (11%) are less than one month away from permanently going out of business.



Special Report on Coronavirus and Small Business

A new poll taken from March 25-28, 2020 and released by the U.S. Chamber of Commerce and MetLife reveals that one in four small ...

uschamber.com



9

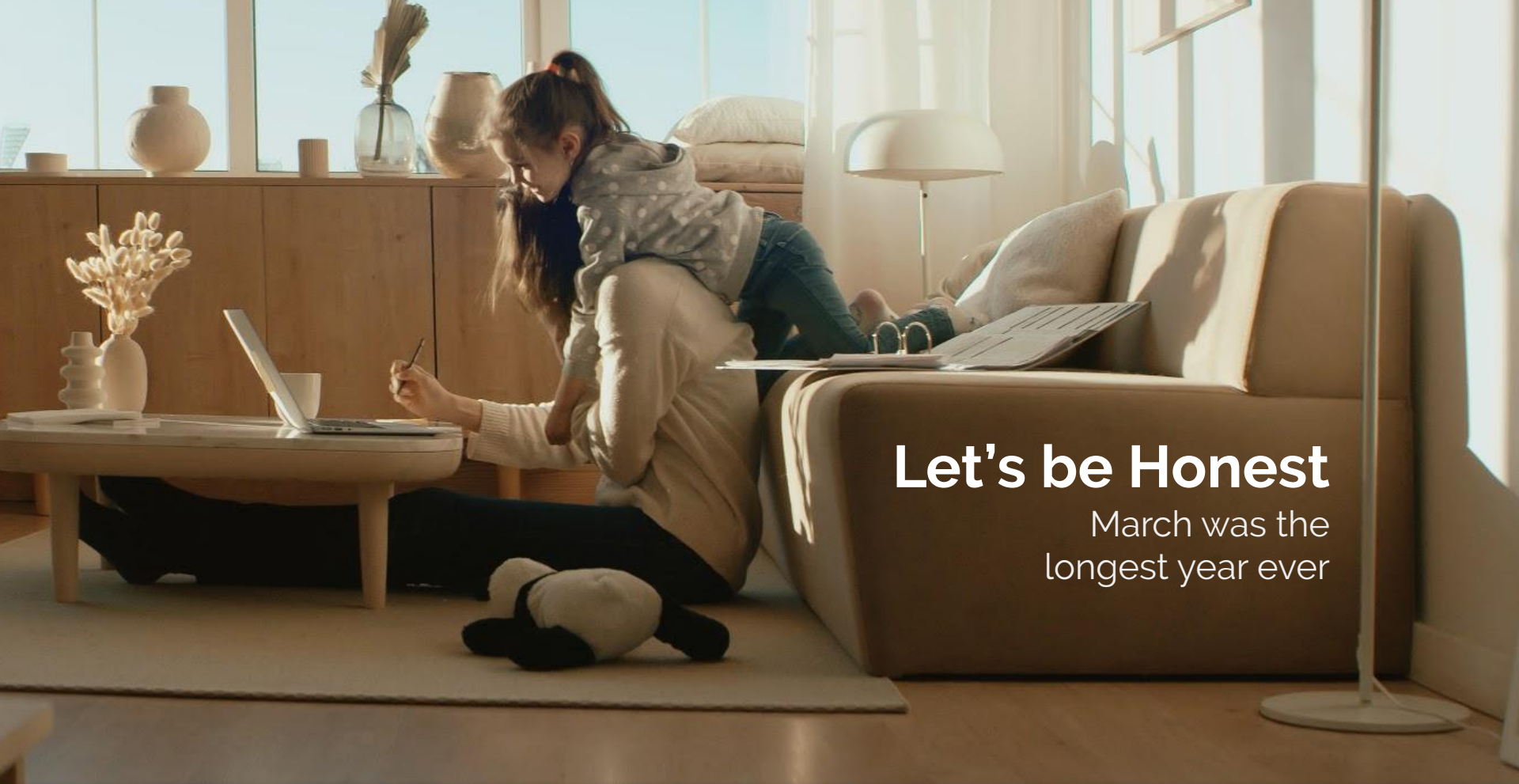


64



55





Let's be Honest

March was the
longest year ever





A photograph of a white lighthouse with a black lantern room, situated on a rocky cliff overlooking the ocean. The lighthouse is surrounded by several white buildings with red roofs. The sky is a mix of blue and light grey, suggesting a storm is passing or about to pass. The ocean is dark blue with some whitecaps visible in the distance.

This Storm **WILL** Pass




How can you be sure you
leave this pandemic **stronger**?

Ahead of the Competition?





With **MORE** market share?



Managing Your Brand Accounts on Social Media During the COVID-19 Pandemic

Be Mindful of the Reader

Empathy. Empathy. Empathy.





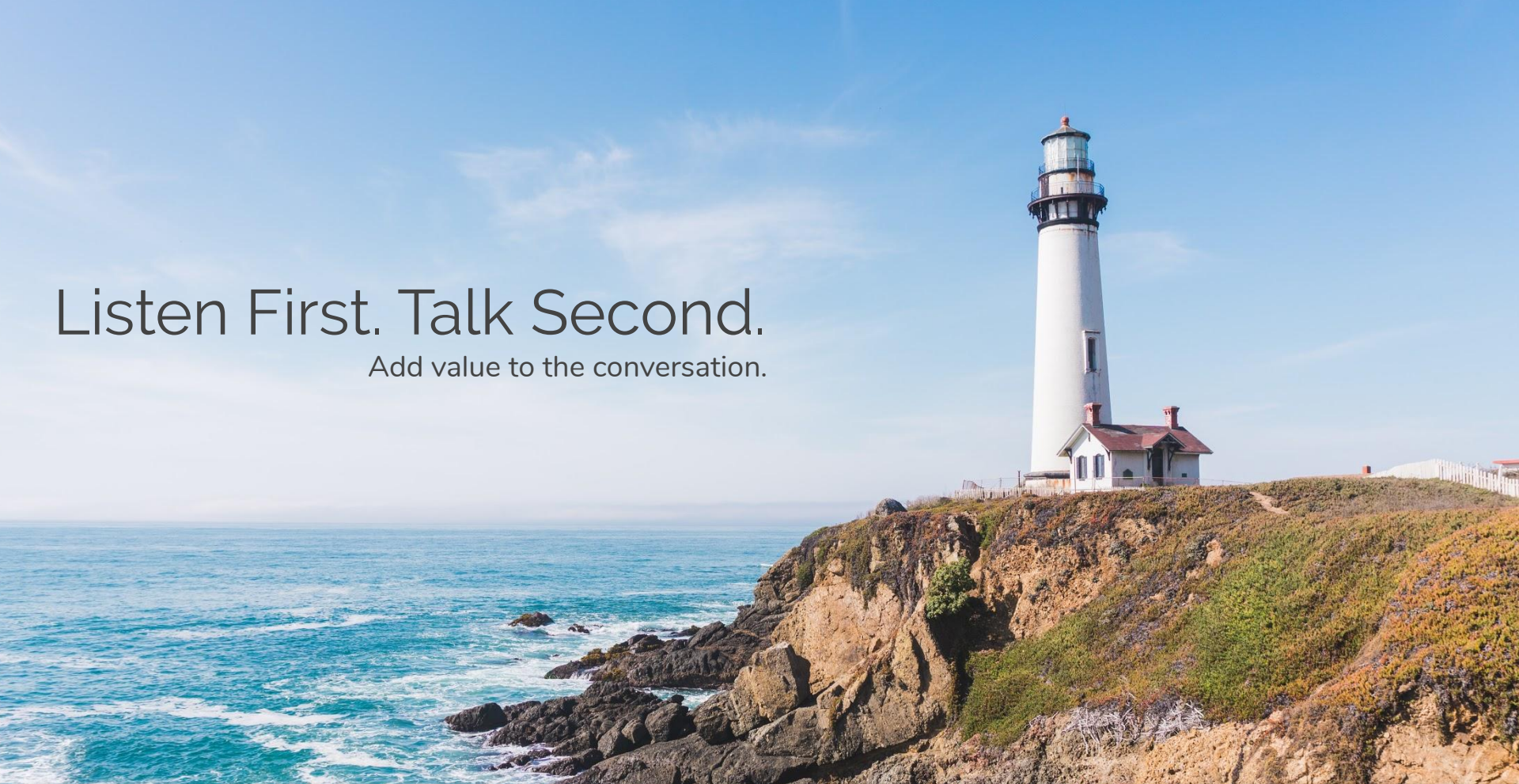
"Be more human. No matter what happens next, if we use that as our constant guide and filter, we'll be okay.

The most human company wins."

Mark Schaefer
"Marketing Rebellion"

Listen First. Talk Second.

Add value to the conversation.



Find Opportunity

Circle your newsfeed.



Mark Poloncarz ✓ @markpoloncarz · 14m

Erie County has created a webpage identifying local employers who are hiring at this time.

Note that this list is not comprehensive, but will be updated daily or as we receive new information. Find the listing of employers here:
www2.erie.gov/job-openings-c...



Andrew Yang ✓ @AndrewYang · Mar 26

Imagine looking for a job in this mess. It's ridiculous.

2.6K

6K

70.9K



3

11



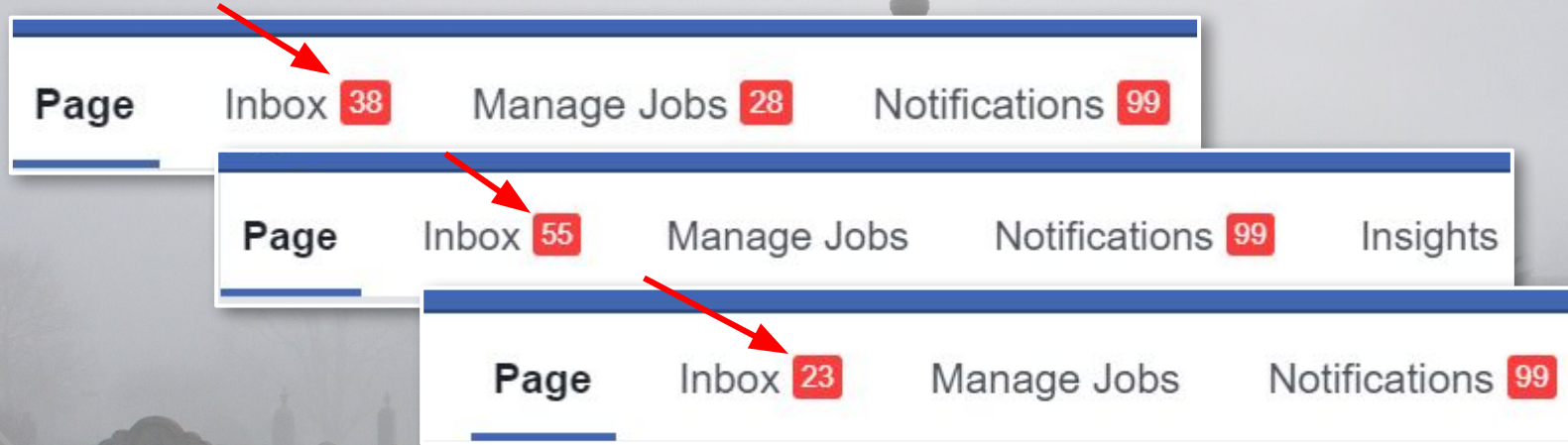
Reach Inbox Zero

It's more than your email.



Facebook Messenger

The Graveyard of Leads



Share the Facts

Local News and Information





7 Eyewitness News
@7abc

4 News 4 Buffalo
@news4buffalo

#Buffalove



6:42 AM · Apr 7, 2020 · SocialNewsDesk



Control the Narrative

Testimonials and Reviews



Perception is Reality

What story do YOUR reviews tell?

Rating Types



Overall Review Rating

4.6



54 Reviews

+ 0

LAST 30
DAYS

+ 13

SINCE
JOINING

Review Sources



Facebook (2)

5.0★



Google (6)

4.5★



Indeed (40)

4.6★



Yelp (6)

5.0★



Glassdoor (0)

0.0★

Sell Your Open Jobs

Double down on job ads.





A Letter from Your CEO

Transparency and Honesty



Share Company News

Process. Procedures. Announcements.



Share Resources

Content. Content. Content.



EVERY Post
Has a
Purpose

Bring the Fun

Mix in pop culture.



Invest in Advertising

Deliberate messaging. Direct call to action.



 **Halpin Staffing Services** Sponsored · 🌐

Have you been impacted by COVID-19 and are left looking for a job? We're still hiring!
...See More



**CALL US :
262-658-2996**

**We Are
Hiring!**

[JOBS.HALPINSERVICES.COM](https://jobs.halpinservices.com)
**Looking For Work? We Are
HIRING!** [APPLY NOW](#)

👍 🗨️ 34 41 Comments 33 Shares

👍 Like 💬 Comment ➦ Share



Go Live for an AMA

Ask Me Anything





Become a Resource

Join groups.



"Lighthouses don't get all wobbly when the weather gets rough; they just stand there shining."





Stay connected with
Haley Marketing

STAFFING works

A New Slack Workspace by Haley Marketing





SECRETS OF STAFFING SUCCESS



A close-up, side-profile shot of a man with a beard and glasses, wearing a dark blue sweater, working on a laptop. His hands are on the keyboard, and the laptop screen is visible in the background, showing some blurred text and a small image. The lighting is soft and focused on the man's face and hands.

COVID-19 Recovery Resources

Business Strategy & Marketing Ideas

At Haley Marketing, we are committed to serving the staffing industry. We put together this page to offer free advice and low-cost marketing support to help all staffing companies to [survive and thrive!](#)



Sales Mastery – Top 3 Growth Strategies In An Economic Downturn

Build a dynamic plan for peak sales performance

 Thursday, April 16, 2020 at 2:00 PM ET

[REGISTER NOW](#)



Haley Marketing Tech – Bet You Didn't Know We're a Tech Company!

Staffing tools & expertise to drive sales, marketing & recruiting.

 Tuesday, April 21, 2020 at 2:00 PM ET

[REGISTER NOW](#)

Let's Chat!

Brad Bialy

Haley Marketing Group

bmb@haleymarketing.com

