



Social Media

#intimesofpandemic

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Summary

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Introduction

Introduction



This summary is the result of the work of the Social Media Working Group operating within the structure of IAB Poland and includes an assessment of the impact of COVID-19 on social media consumption. Experts from independent entities summed up the most important changes that are visible in the leading social media channels in Poland and provided recommendations on how these changes can be used by businesses. I encourage you to read and reflect on the current business model. Perhaps this may be the perfect moment to consider starting social media activities, expand activities on an additional medium or change the way the company operates.

Barbara Drapata

Head of Social Media, Performics (Publicis Groupe)
Head of IAB Social Media Working Group

How COVID-19 influenced
social media consumption?

Facebook

Paulina Kunicka, Lightscape



Facebook is currently the largest social networking platform with global reach and the largest total number of active users. In the face of a pandemic and temporary isolation, it also is one of the social networking site that we use the most. At the advertising level, the number of campaigns is forecast to decrease. In addition to the declining demand for advertising, the number of organic Facebook content, including educational content, is growing. This is a unique opportunity to reach audiences who are now more focused and have more time to spend on searching for information.

Recommendations for marketers:

1. Get into customers' shoes - see how their needs have changed and what they are looking for now.
2. Don't let them forget about your brand. Maintain a relationship - clients should feel that they get a particular value, and the company faces their problems.
3. If you have the opportunity, decide to increase your budget for paid marketing during the crisis. This is a unique moment to increase your market share and reach the customers for whom we were unnoticed before.
4. Focus on communication through events, groups, live or story. Thanks to this, you will gain significant organic reach.
5. Be a source of reliable and proven knowledge and conduct an appropriate narration. Instead of building ranges on momentary sensation and panic, make sure the customer is aware and well-informed - peace of mind during this period will significantly increase the chance of making a purchase decision.

Sources:

<https://iab.org.pl/badania-i-publikacje/przewodnik-po-social-media-w-polsce/>

<https://about.fb.com>

Instagram

Julia Kałużyńska, Bluerank

COVID-19
RESPONSE

LIVE



We know it may be tough to stay engaged with your audience while at home. Live allows you to easily connect with your community in real time. Use Live to maintain this direct line to your audience and feel closer to the world - and people - around you.

BEFORE

- ✓ Give followers advanced notice using the countdown sticker in Stories

Try going Live at specific times during the day/week so your audience knows when to tune in!

- ✓ Make sure you have a strong connection for a high quality stream

DURING

- ✓ Go Live with a friend or fan
- Another way to grow: Live With prompts a notification to your collaborator's followers as well*

- ✓ Try a Live Q&A
- Either ask for questions during the stream or use Stories Questions sticker to source questions before*

- ✓ Turn on comment moderation to facilitate a positive community experience

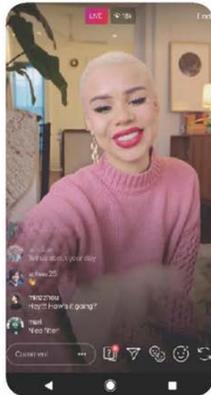
- ✓ If on iOS, try the Media Sharing button to share any video or image on screen real-time

Access the button to the bottom right of your recording screen

AFTER

- ✓ Save your Live and upload to Stories

Try adding a Highlight to your Profile to update with Live content, so your community can access and watch any time



Since people have locked in their homes in the face of the pandemic, there has been a significant increase in engagement in social media, including Instagram. In a survey conducted in March 2020 among social media users in the United States - 43.3% of respondents said that they use Instagram more often during a period of social isolation. From the brand's perspective, Instagram provides less formal communication with the target group, which in the current situation - the closure of establishments, etc. - makes it even more important as a communication channel. Currently, Instagram is encouraging users to get in touch as directly as possible using, i.e. Instagram Live (in Italy, during a pandemic, the number of Instagram Live views has doubled) and is introducing several activities related to COVID-19, such as intensified moderation work as part of the fight against fake news or providing stickers for donations in selected countries.

Recommendations for marketers:

1. If your target group is on Instagram, actively communicate on this channel - Instagram in Poland is developing dynamically, and the situation with the coronavirus has strengthened its position.
2. Focus on Insta Stories and Instagram Live, in times of pandemic, this is a great way to build relationships with potential clients.
3. Follow the trending hashtags, especially those related to your industry (Once again, in the times of #zosatnwdomu, we could see what power particular # have - some of them activate huge deposits of goodness and effectively boost the sense of social responsibility, as in the case of the restaurant industry - #gastropomaga #karmimybohaterów).

Source:

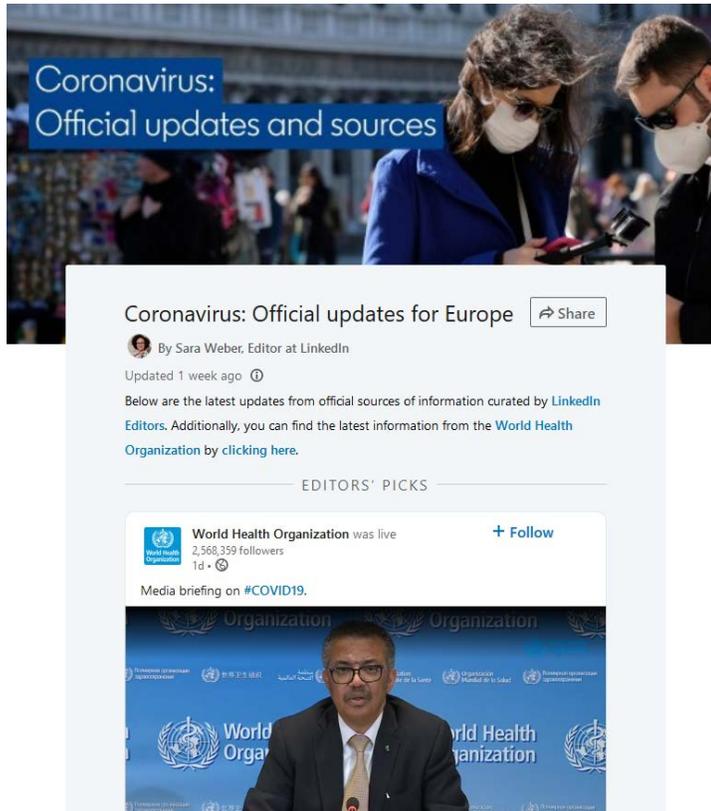
<https://twitter.com/MattNavarra/status/1240693047714705408/photo/1>

STAY HOME #WITHME 

Youtube has become one of the most popular sites on the internet during the epidemic of coronavirus. It is here that people flock to information about epidemics, but also to typically entertainment content. Due to mobility restrictions, entertainment moved to the internet, which is why this platform is more significant than ever. It was a difficult period for the creators. Due to the need to limit people at work on YouTube, most of the responsibilities fell on algorithms, which often mistakenly removed the creators' videos as part of prevention and content policy, which should primarily be safe and compliant with standards. Google took care of the correct verification of the content about the coronavirus. First, they turned off monetization for such videos and introduced it only for verified creators. In addition, a tab was launched on the home page with current information about COVID-19 provided by verified sources. For advertisers, this time means a larger audience spending more and more time on YouTube. Because the spring period is conducive to the presentation of new collections of cloth or shoes, companies now have the chance to make their presence more visible in the minds of consumers.

Recommendations for marketers:

This is a good time to present your company in this channel. The number of users is higher, so the chance to see our content is also increasing. Look how your company could fit into the COVID-19 trends, maybe it will work to create a guide for your clients how to deal with an epidemic? Promoting content through Google Ads on Youtube is also a good idea. This is another channel to reach a user, and in times when there are many users here, we have the chance to transform this channel into an effective source of customer acquisition.



Sources:

<https://news.linkedin.com/2020/march/supporting-our-members-and-customers-during-covid-19>

<https://blog.linkedin.com>

<https://www.linkedin.com/feed/news/coronavirus-official-updates-for-europe-4055761>

LinkedIn as well as other Platforms has observed an increase in users' activities due to pandemic Covid-19. An increase has been made in involvement reaching 55% compared to last year, a 60% growth in publication of content and a 160% rise in the number of professionals joining educational groups. At the turn of January and February trends of initiated discussions changed significantly. The most popular subjects are: coronavirus, prospects and tips on remote working, crisis management, business continuity and online studying. LinkedIn is offering free of charge recruitment publications for those sectors which play a crucial role during the pandemic Covid-19 (hospitals, non- profit organizations, necessary services). It has also made available some free of charge courses with a view to helping employees to find their way in the new reality while remote working. LinkedIn pays particular attention to the accuracy of the material published on the platform. It carries out actions to combat misinformation about Covid-19 (fake news) and publishes solid information provided by experts from WHO, UNICEF, ECDC.

Recommendations for marketers:

LinkedIn is a trusted environment of communication for employees and clients. Nowadays transparency and credibility are of paramount importance. In order to maintain business continuity we should use both free of charge and paid solutions. You should always place importance on transparent communication. Keep in virtual touch with your clients, take control of the narrative concerning Your line of business.



Twitter has dynamically and immediately adapted to the unusual situation. On the one hand, it serves as a reliable source of information about the pandemic (via the official, verified accounts of governmental and international institutions) - e.g. the Twitter data is cited by the authors of the popular Worldometers website, gathering and publishing the coronavirus statistics from all over the world. The platform itself is also intensively fighting fake news about the pandemic. On the other hand - at the time of SARS-CoV2 worldwide expansion, the Twitter owners decided to limit the advertisements referring in any way to COVID-19. After some time, these restrictions were relaxed, and Twitter released detailed guidelines [1] on how to prepare content (advertising and organic) related to the epidemic.

Recommendations for marketers:

Use Twitter as usual. If you want to communicate about coronavirus - act in accordance with official platform guidelines. Twitter remains a great platform for showing CSR activities or for the transparent communication on your company's activities during the epidemic.

Sources:
<https://twitter.com/who>
[1] <https://marketing.twitter.com/na/en/insights/twitter-covid19-advertising-policy>

Pinterest

Barbara Drapała, Performics (Publicis Groupe)



Closing of hair and beauty salons due to COVID-19 pandemic resulted in looking for beauty tips and inspirations that one can apply without leaving home. Among the most popular search phrases on Pinterest were: home hair cuts (+ 417%), homemade eyebrow wax recipes (+ 321%) and DIY manicure at home tutorials (+159%) [1].

In Poland, Pinterest has 2,944,450 users, 67% of which are women [2].

Research shows that 82% of users that visit the website at least once a week ordered products under the influence of inspirational content posted by the brand on Pinterest [3]. Thus, this channel not only inspires but can also generate sales.

Recommendations for marketers:

Brands from the Beauty category and micro entrepreneurs who provide hair and beauty services should seriously consider using Pinterest in both organic, paid and social SEO activities. A good solution would be to create educational content showing how to have a SPA day at home and thus building relationships with potential clients, as well as performance campaigns aimed at selling professional cosmetics and tools to use during home care treatments.

Sources:

<https://br.pinterest.com/mainabelli/>

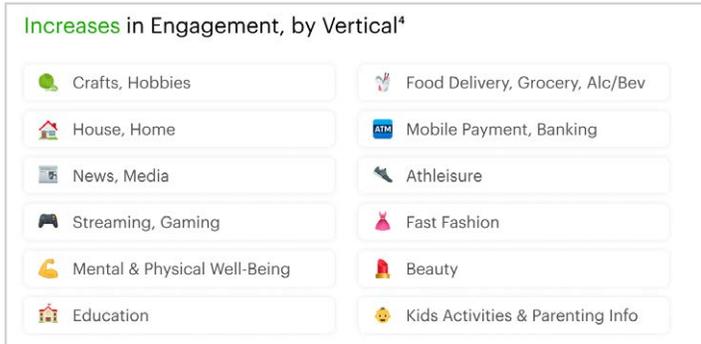
[1] Trending searches on Pinterest for April 2020, <https://business.pinterest.com/en/blog/trending-searches-for-april-2020>

[2] Przewodnik po social media w Polsce, <http://bit.ly/2s6AYaw>

[3] GfK, US, Pinterest Path to Purchase Study among Weekly Pinners who use Pinterest in the Category, Nov 2018, <https://bit.ly/3eq7ojR>

Snapchat

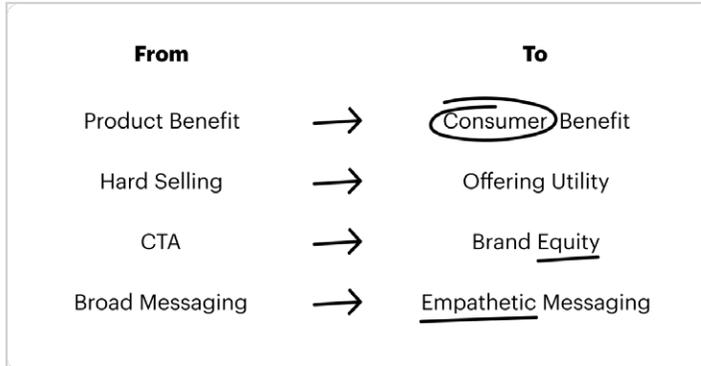
Katarzyna Adamkiewicz-Karmińska, GoldenSubmarine



The level of engagement on Snapchat has increased, especially between close friends. In March snaps were sent more often than at Christmas or during other special periods. Users use the option of making video calls – the use of it increased by 50%. Snap Games metrics are the highest since the launch of this platform. Time spent on using Lenses increased by 25%. Snapchat Shows has not had such high viewership so far. At the same time, engagement below ads increased (including 36% more app installs and 19% higher swipe-up rate).

Recommendations for marketers:

Snapchat has now chosen the right strategy – it carries out surveys and is constantly trying to understand how users needs and behavior are changing. This is necessary knowledge that marketers should use. Basing actions on insights have now become even more important. In these uncertain times, we must understand what consumers expect. Increased activity on the platform can definitely be treated as an opportunity. It's time to strengthen the relationship with the user. We now have more opportunities to reach potential customers on Snapchat and show them the useful and empathetic side of the brand. For some marketers, this may be the best time to start advertising on this channel.



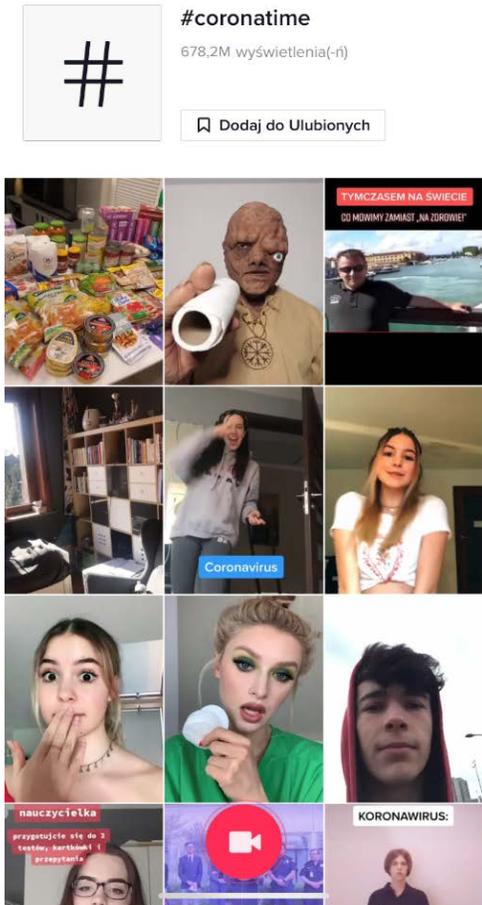
Sources:

<https://forbusiness.snapchat.com/blog/how-snapchatters-are-adapting-to-the-covid-19-health-crisis>

<https://forbusiness.snapchat.com/blog/crafting-creative-messaging-during-a-global-crisis>

TikTok

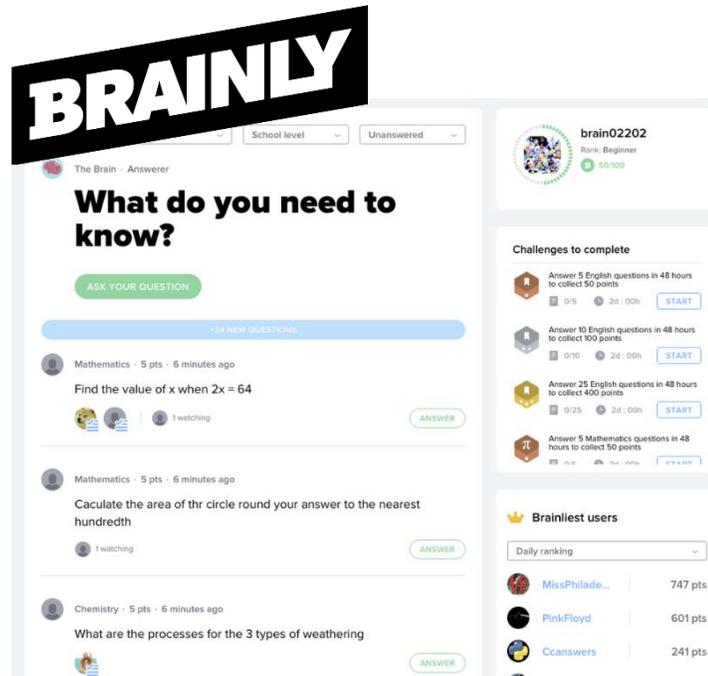
Olga Szycht, Httpool Polska



In 2019 TikTok strongly messed up in the Polish world of social media. Most of Polish celebrities, artists, athletes and even politicians use TikTok, it means that this is not an application only for teenagers anymore. More than half of the users are in the 18+ age group. The current situation related to the COVID-19 pandemic has resulted in an increase in the number of monthly active Tiktokers to 2.8M in Poland. The average daily time spent in the application increased by 35% and is 66 minutes now. Users log in TikTok on average 12 times a day. One of the most famous footballers Robert Lewandowski and Polish president Andrzej Duda joined the group of Tiktokers during quarantine. TikTok quickly adjusts to the current situation by creating a special CONVID-19 tab that contains educational and entertainment content at the same time. The application launched the cycle of live broadcasts named # TikTokNaŻywo hosted by doctors, actors, make-up artists etc. Users during quarantine are even more creative, they provide videos showing how they manage with isolation. The hashtags trends #coronetime #quarantine #pracazdomu and music tracks „it’s corona time”, „bored in the house” have become extremely popular.

Recommendations for marketers:

The factors such as increased traffic, user activity, entire cross-section of content and audience encourage to start advertising activity on TikTok. It’s reasonable to take advantage of user engagement which has increased significantly at the present time and directly translates into campaign results. Each sector, i.e. beauty, fmcg, banking, services, entertainment can find potential customers on TikTok. Brands have the unique opportunity to present in an original way by creating their own video and choose different payment models such as FF, CPM or CPC.



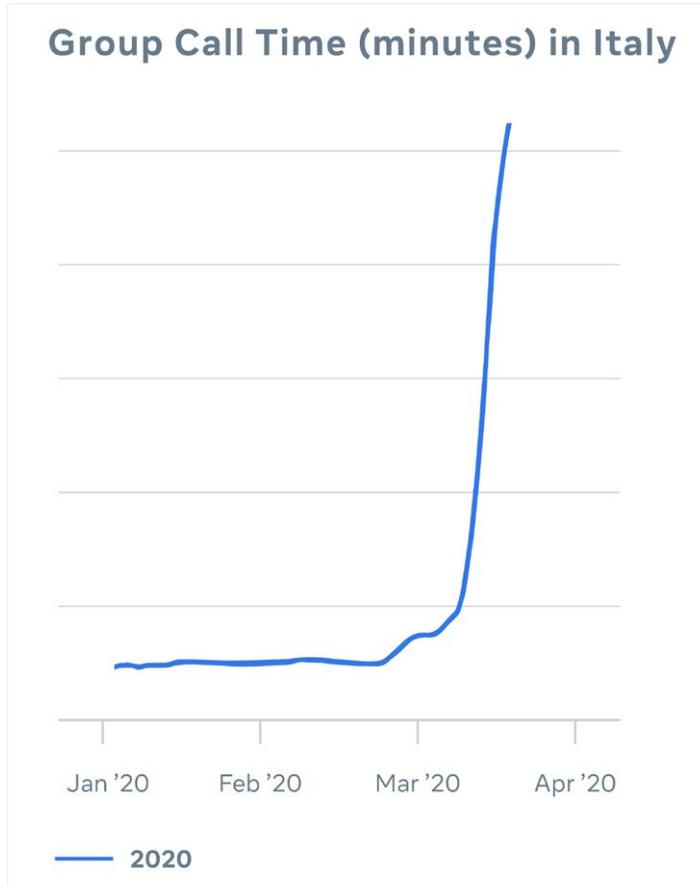
Brainly was founded in Cracow and is the world's largest online educational platform that helps students and their parents in learning at home. Brainly is visited by users from 35 countries. In the last few weeks, the traffic has grown, changing from 100% to 500% year-on-year- depending on the country. In March, the portal was visited by 200 million unique users, only in Poland this number increased from 7 to 11 million. Brainly noticed increased engagement not only in the number of questions asked by students, but also in the answers given by their peers and experts. The COVID-19 pandemic takes online education to the next level because it is no longer just helpful but even obligatory. Brainly is the only such platform that has met the needs of students, parents and teachers at this difficult time.

Recommendations for marketers:

If the brand is looking to reach the Z generation, then Brainly is a must. The main target group are users in school age 7-19, but also parents and teachers. Brainly is currently one of the few media that provides COVID-19 brand safety, which means that no content on the platform refers to the coronavirus.

Messenger

Adam Kręgielewski, LABCON (Group One)



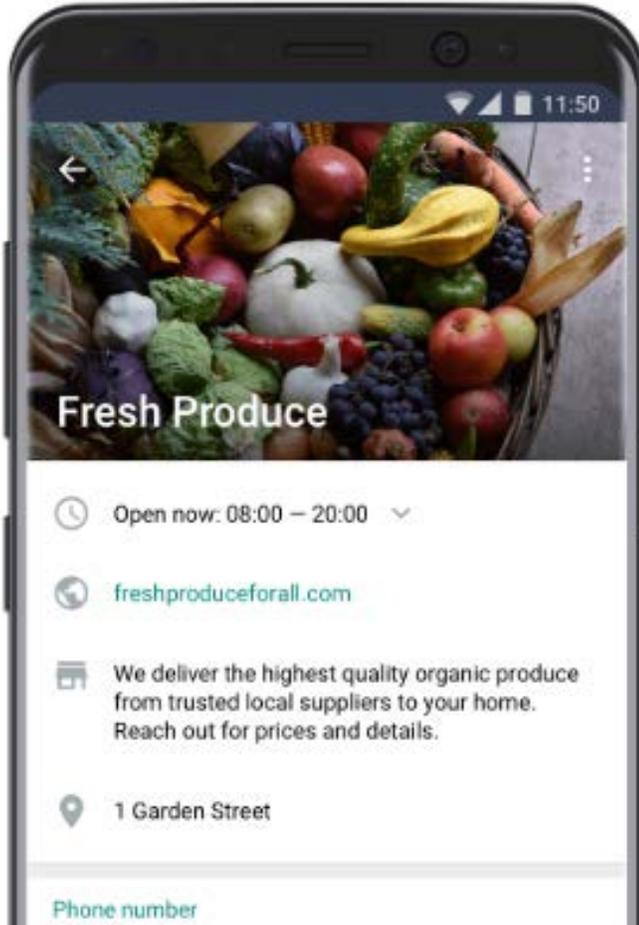
Since the outbreak of the COVID-19 pandemic, users around the world have been using Messenger more actively. In countries that have been worst affected by the coronavirus, the total number of messages has increased by more than 50% in a month. In addition, voice and video calls are doubled. As the pandemic spreads in Italy, the total time of group calls (with a minimum three participants) made via messengers from the Facebook ecosystem increased by 1000%.

Recommendations for marketers:

1. Implement or increase activities that use Messenger's paid placements.
2. Implement Messenger into the regular customer service activities (not only in the form of chat but also as voice or video calls).
3. Consider using Messenger video calls to support online sales (through direct connection to a salesman), in case of businesses that had been selling offline before the outbreak of pandemic.

WhatsApp

Kamila Krajewska, OMD



WhatsApp is the social media app owned by Facebook which has experienced the most significant increases in the past months.

WhatsApp has seen a 40% increase in usage during all stages of the pandemic.

In the early phase of the pandemic, the usage increased by 27%. With the rise of danger, mid-phase usage increased by 41%. At the same time, in the countries in the late phase of the pandemic, WhatsApp noticed an increase of 51% (Spain saw an increase of 76%).^[1]

Recommendations for marketers:

1. Stay in touch with your customers on WhatsApp Business app which has several tools to help you run your business efficiently. It's the same tool your customers are using to stay close to friends and family.
2. Share your offer with your customers – add product catalog to make it easier to see all products that you offer.

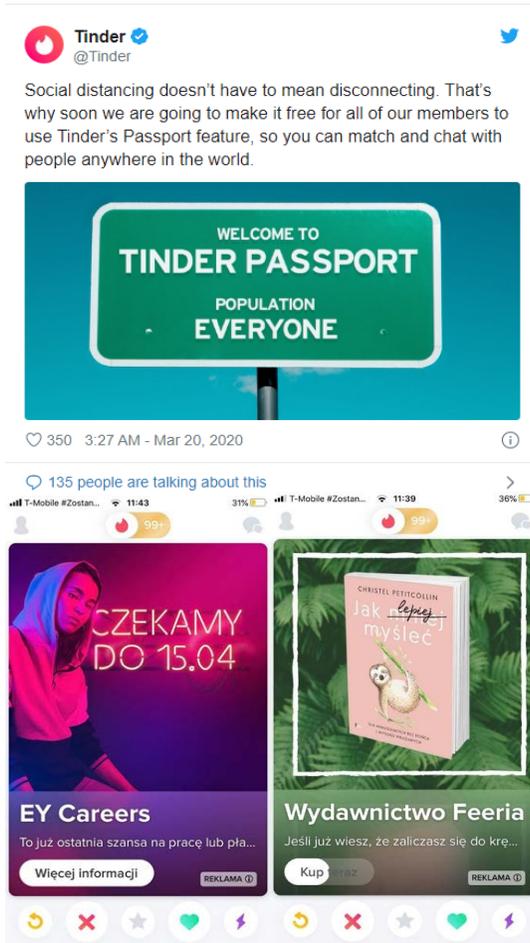
Sources:

<https://www.whatsapp.com/business/>

[1] COVID-19 Barometer: Consumer attitudes, media habits and expectations, Kantar

Tinder

Alicja Kisiel, Up&More



Currently, Tinder has 24 language versions and over 10 million users active every day. This number didn't change significantly during the global pandemic era. Due to the situation related to coronavirus, and "social distancing" Tinder seems to be the perfect solution to maintain and enter into relationships between users without leaving home. Already in mid-March, the developers of the application activated the option of changing the location for all users, which until now was only available to owners of paid accounts, Tinder Plus and Tinder Gold.

Location change function allows all application users to search for their pair among people who live anywhere in the world. This option is intended to help in making contact with people who cannot leave their homes because of quarantine. The location change option is available to all Tinder users from March 26 to April 30, 2020.

Recommendations for marketers:

Considering the fact that people who are lonely and have no families use tinder - one may be tempted to conclude that their time spent in the application during the prevailing coronavirus will increase. Let's remember that Tinder is mainly used by a younger group of users in the 18-24 age group. And, as a result - it is worth running ads directed to this group, for which an important aspect is always the graphics and the benefit that they can gain after purchasing the product or after using the service.

Sources:

<https://iab.org.pl/badania-i-publikacje/przewodnik-po-social-media-w-polsce/>
<https://twitter.com/tinder>

Summary

Summary

Rafał Sobierajski, Business Factory

Do not act impulsively – observe the entire media landscape, calculate, locate budgets between media and even formats on a regular basis, the rates change dynamically. Act even more effectively than ever before in these difficult times.

Tailor actions to your goals – if the pandemic has kept your stationary points closed, try to extend the spectrum of online activities to particularly sensitive areas, e.g. client service via Messenger, which makes it much easier for users to place orders.

During the epidemic, do not write about the epidemic – and certainly don't write "coronavirus", "COVID-19", "SARS-COV-19". Leave it to the media, in brand communication and in business, scaring people does not work, and these words can be blocked by social media channel's algorithms.

Take advantage of the new circumstances – most social media channels record significantly more user traffic and involvement than before, maybe it's a good opportunity to start communication/campaigns out there? (Tinder? Whatsapp? Snapchat's not dead;) It's a good time for testing.

Act in a non-standard way – maybe there is a context in which you can "sell" your product or service in a channel in which you have not carried out activities so far, or in a completely new narrative, which - in these circumstances - will appeal to your target group even more.

Use the situation to plan your activities in advance – for example, lower CPM rates on Facebook are a good time to book your Reach and Frequency campaign next month.

Follow us on LinkedIn,
we will keep you up to date
with social media.



Authors

Authors



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Head of Social Media, GoldenSubmarine

She has been dealing with marketing, at work and after work, for almost 6 years. On GoldenSubmarine's board since 2016. She carried out social media activities for such brands as NIVEA, Citi Handlowy, Dziki Sad, Tatra, and Monte. Authoress of the Social Media Notes Facebook page that helped her develop and strengthen her marketing competences. Happy DIMAQ Professional certificate holder. An art teacher by education. Privately a fan of Twin Peaks, Wes Anderson, Louis de Funès, Agent 007, Edward Hopper, Moomins, Cuban salsa, bicycle and yellow cheese.



Barbara Drapała

Head of Social Media, Performics (Publicis Groupe)

An expert with several years of experience in conducting activities for both local and global clients. Works for Performics since 2016. Currently supervising work of teams in terms of paid social and content marketing for over 100 clients. An SGH, Université Paris-Dauphine graduate and a PhD student of the Faculty of Management at the University of Warsaw. Worked for brands such as T-Mobile, Komputronik, L'Oréal, Mercedes-Benz, Triumph. After hours designs wooden accessories in a family carpentry workshop.

Authors



Adam Kaliszewski

Head of Digital Practice, Solski Communications

Graduated from the faculty of Journalism and Political Science at the Warsaw University. Over 15 years of experience in the communications industry; gained his experience in both: PR agencies and on the client side. In Solski Communications since 2012. He started and developed the Digital Practice, specializing in the comprehensive online communications in synergy with the agency's PR activities. Contributor to the international Twiplomacy study on the use of social media by the diplomats and heads of states. Strategist, practitioner, and trainer. After hours, he writes a blog about Warsaw and plays guitar.



Julia Kałużyńska

Head of Social Media, Bluerank

She has been associated with the social media industry for over 9 years - she remembers Blip's times and high organic reach on Facebook. Since 2016, she has been responsible for the development and management of the Social Media Communication department at Bluerank. She is fascinated by the variability of the social media environment and its wide spectrum of opportunities for marketers. She has a DIMAQ certificate. Privately, passionate about travel, Italian flavors and engaging books.

Authors



Alicja Kisiel

Senior Social Media Manager, Up&More

Certified social media manager with 5 years of experience in the social media industry. Currently, she is responsible for activities at clients in Up & More agency, where she creates social strategies for brands. He combines a passion for social media with a passion for art.



Kamila Krajewska

Head of Social Media, OMD

Head of Social Media at OMD. She has been working for OMD group since 2015. She gained her work experience by running award-winning campaigns (Effie, Mixx Awards, Innovation Awards) for customers such as McDonald's, NIVEA, Renault, Pandora, Mercedes-Benz. Currently, she is responsible for managing a paid social media specialists team who works for local and global brands.

Authors



Adam Kręgielewski

Strategy Planner, LABCON (Group One)

Strategist with a strong social and digital media background. He has been associated with the advertising industry since 2012. As Social Media Manager, and later as the communication strategist, was responsible for planning and implementing social media activities for brands such as Allegro, Adidas, Huawei, Sephora, Ben & Jerry's (Unilever), innogy, Hochland, Husqvarna, Suzuki or Accorhotels. He conducted classes at the SKM SAR Interactive Marketing School. Winner of the Polish edition of the competition Young Creatives in 2019 (Media category), winner of the Young Planners Eurobest 2018 competition. Graduate of New Media at Collegium Civitas.



Paulina Kunicka

Marketing Manager, Lightscape

Marketing manager at Lightscape Agency, with several years of experience in creation and implementation of communication campaigns, managing the organization's and people's public image, as well as strategic planning and implementation of activities in social media for clients from design, TSL, healthcare and sales industries. A graduate of Philology at the University of Lodz in a public relations and advertising study.

Authors



Kinga Kurszewska

Director of LinkedIn Partnership & Sales, Wirtualna Polska

Involved in the media sector since 2011. Her first steps in online advertising took with Money.pl. For a couple of years associated with Wirtualna Polska Group. She specializes in performance campaigns and various activities on LinkedIn platform. Since January 2020 responsible for the partnership between Wirtualna Polska Group and LinkedIn platform. Privately a fan of travelling.



Sebastian Puchała

Senior Facebook Ads Specialist, Sempai

Senior Facebook Ads Specialist who is obsessed with data and non-standard forms of reaching the client;) Certified specialist in technical implementation of Facebook in the Marketing Partner for Technical Services program. At Sempai, he manages the Facebook Ads department, including responsible for: audits, pricing, creating and implementing Facebook advertising campaigns as well as conducting training inside the company and for clients. In addition to conducting strictly performance actions, Sebastian is a filmmaker and has been working in this field for almost a decade.

Authors



Rafał Sobierajski

Team Leader, Business Factory

Over 10 years of experience in online marketing and communication. He created and implemented communication strategies in social media for both his own clients and the teams of agencies he commanded. Currently working for Business Factory, Facebook Marketing Partner and Google Premier Partner, where as a team leader he commands a team of specialists in the field of paid communication in Facebook and Google ecosystems.



Olga Szycht

Account Manager, Httpool Polska

For several years associated with the social media industry - in her work she values the most challenges and innovation. Currently collaborating with the largest media houses carrying out projects for clients such as: PKO BP, McDonald's, Pepsico, Nestle, and Wedel. She is responsible for advertising development of Snapchat, Brainly and TikTok. Her motto is nothing is impossible which is why she can't wait to introduce new social media platforms on the Polish media market. In her free time she is a sports freak. She has been training cross fit for over 5 years.

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