As we navigate these unpredictable times, it’s important to remember that the situation we’re in is different than your typical crisis communications. This is a widespread pandemic that is being felt across the world, and the tourism industry is no exception. We remind you of this because it’s important to remember that we’re all in this together. It’s essential that your messaging on social media reflects that tone.

**Dos & Don’ts**

- **Community has never been more important than now.** Do continue to post on social media, but don’t continue with your regularly scheduled content.
- **Stop and listen.** Study social media trends and watch what other brands are putting out there to learn more about the audience’s current sentiment.
- **Do seek out ways that your destination or company can provide your audience what they need right now** – it could be flexible cancellation policies, inspirational and positive content for a future Alaska trip, a heartfelt message about how your company is handling COVID-19, etc.
- **Don’t push out messaging that doesn’t empathize or reduce the anxiety your audience may be feeling.**
- **Do keep your brand’s “lights on” by consistently messaging on your brand’s social media channels and updating your website.** Don’t go silent or dark during this time.

**Examples**

We’re so happy to call [destination name] home. While traveling may not be an option right now, we can’t wait to welcome you in the future. Read our latest blog for inspiration for your future adventures: [link to destination’s blog or website].

Keep dreaming of your adventure with [tour company name]. We’ll take you on an unforgettable excursion soon!

Alaska will be waiting, for you. At [destination or tour company name], we look forward to welcoming our visitors back soon!

Our mountains will wait. Our wildlife will wait. The adventures will wait. All of us at [destination or tour company name] will wait for you!

**Resources**

- [Travel Alaska’s “Virtual Alaska” blog](#)
- [Travel Alaska’s COVID-19 update](#)
- [What to do right now: How to navigate through a global crisis on social media](#)
- [Nielsen explains how COVID-19 could impact media usage across the US](#)
- [5 Tourism Promotion Campaigns Hitting the Right Notes in a Crisis](#)