



Tourism Social Media Best Practices During COVID-19

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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](#)