



## Tourism Social Media Best Practices During COVID-19

Updated November 2021

How you communicate COVID-19 policies is important for protecting your staff and your clients. Your company's messaging needs to reflect that tourism is back in Alaska and our industry is taking the proper safety measures. Below are some social media best practices to share updates, convey guidelines, and show that your company is COVID responsible.

### Dos & Don'ts

- **Do** make sure your company is posting regular travel content again, but **don't** completely omit COVID-19 messaging.
- **Do** take time to listen. Study social media trends and watch what other brands are putting out there to learn more about the audience's current sentiment.
- **Do** understand the current situation of COVID-19. Some may be already traveling again and some may not be comfortable yet. Share with your audience information about potential flexible cancellation/booking policies, inspirational content for a future Alaska trip, how your company is handling COVID-19, etc.
- **Do** post if your business has to close temporarily because of staffing issues due to COVID-19. It's important that your audience knows that you are taking the proper precautions.
- **Do** inform your audience of any vaccination, testing or mask policies that you have in place in a clear and direct manner. **Don't** avoid the topic. You want your guests to be as prepared and informed as possible when arriving to your office, meeting place, etc.
- **Do** direct audience questions about COVID-19 travel to the Travel Alaska [COVID-19 information page](#). **Don't** ignore any comments, questions or direct messages asking about travel mandates and/or advisories.

### Examples

We're so happy to call *[destination name]* home. If you're traveling soon, make sure to check out the COVID-19 community guidelines before visiting: *[link to destination's current COVID-19 mandates or advisories]*.

Alaska is ready to welcome you back to its wide-open spaces. At *[destination or tour company name]*, we look forward to seeing you soon!

We are dedicated to making sure you feel safe and comfortable while visiting Alaska. Learn more about what *[insert tours/destination info]* we are currently offering: *[insert link to tour/destination info]*.

We will be closed until *[further notice/insert date if applicable]* due to staffing disruptions after an employee tested positive for COVID-19. We have already reached out to anyone this employee had potential contact with. If you have questions, please reach out to us via email at *[insert email]* and we will get back soon as possible. We appreciate your support!

### Resources

- [Social media toolkit and downloads to share – Alaska Department of Health and Social Services](#)
- [Travel Alaska's COVID-19 update](#)



- [What to do right now: How to navigate through a global crisis on social media](#)
- [How Social Media Has Changed Marketing](#)
- [Social Spotlight: Hilton's pandemic strategy proves the business value of social](#)
- [3 New Tourism Ad Campaigns Striking the Right Tone for These Times](#)
- [4 Steps to a Social Media Strategy During COVID-19](#)