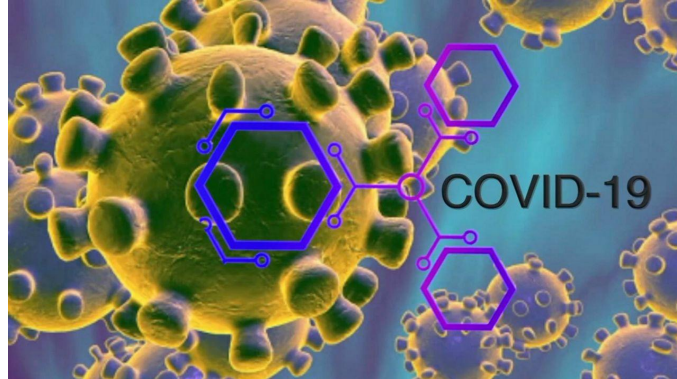


Special Learning Module

COVID-19 Response



Module Objectives

After completing this module, students will be able to:

- Explain social media best practices for organizations during a crisis
- Describe the impact of social media on the spread of accurate (and inaccurate) information

Over the past week, we have experienced many *temporary* changes to our personal and professional lives due to COVID-19 (aka Coronavirus). This is a time when many people are experiencing confusion and frustration. It is also a time when we see the best in people who are acting to protect their loved ones and communities.

This week, we will focus on the crisis response to COVID-19 via social media from organizational communication and health information perspectives.

Read:

[How to Prepare for COVID-19 as a Social Media Manager](#)

[Brand Communications in Time of Crisis \(Blog Post from Twitter\)](#)

[COVID-19 and Social Media: Limit the Spread of Fear by Changing Online Behaviour](#)

[Coronavirus: The World Health Organization Is Becoming The Planet's Most Important Social Media Influencer](#)

[Public Health Memes Proliferate on Social Media amid Coronavirus](#)

[Social Media Companies Partnering with Health Authorities to Combat Misinformation on Coronavirus](#)

Watch:

This video shares a video montage of Italians sending a message to themselves 10 days ago. The video is being used as a health awareness campaign to countries experiencing the first stages of COVID-19 spread (including the U.S.) to encourage the practice of social distancing. The video is at 5 million views and counting since it posted on March 15.

https://www.youtube.com/watch?v=o_clmRzKXOs&feature=emb_logo

And because we can all use a smile and a laugh...

[People Quarantined in Italy Join Together In Song From Balconies During Coronavirus Lockdown](#)

Dr. Michael Bruening, Associate Professor of History and Political Communication and the Missouri University of Science and Technology, puts many thoughts of professors (and students) into song with a great take on "I Will Survive."

https://www.facebook.com/michael.bruening.12/videos/10219376004324629/?fref=search&_tn=%2Cd%2CP-R&eid=ARDpSpdSJ1Ws30g6N1xEXt3yEVxCZ0cjKjU1y977lapuCQZz9TsHs4NrOMLpAUaNN4jWJ1x9a9hPYyFs

If you are looking for more information about COVID-19, visit:

<https://www.cdc.gov/coronavirus/2019-ncov/index.html>

Great Apps for Stress Management:

Calm

Meditation Studio

Oak - Meditation & Breathing

Discussion Post Assignment

We're going to keep it simple this week. This is a time when we can learn a great deal about how social media communication is used by organizations and individuals to inform and

reassure audiences. For this discussion post, we are going to engage in "crowdsourced learning" by completing three tasks.

1. Embed a screenshot of a social media post or a link to a video from an organization you think is doing a good job with its response to COVID-19. Explain why you believe the post/video is an example of good content related to health information or organizational communication. If you do not know how to screenshot, I included some guides below.

Some examples might include:

- An organization that is changing its business practice to protect public health
- An organization that is sharing factual information about COVID-10
- An organization or individual that is sharing **uplifting** content related to COVID-19
- An organization that is sharing content related to anxiety management

2. Share a tip for an activity your classmates can do at home. You can either write it up or share a link (with a brief description). Keep it clean, folks :). Examples might include:

- A recipe to learn how to cook
- A recommendation for a great movie or series to binge
 - ***No disaster movies related to pandemics. I tried to watch Contagion over the weekend and I could only make it halfway through.***
- How to stay in touch with friends and family while maintaining "social distancing"
- A recommendation for a new hobby

3. Respond to two classmates' posts. We're all in this together.

There is no grading rubric for this assignment. As long as you submit a post and responses, you will receive full credit.

Discussion post due by Wednesday, March 24 at 11:59 p.m.

Response posts due by Friday, March 25 at 11:59 p.m.

How to screenshot on Mac (works on desktop and laptop):

<https://www.youtube.com/watch?v=yCHiLTB2y24>

iPhone without Home button (iPhone X and newer): Press volume up button and power button at the same time

iPhone with Home Button (iPhone 8 and older): Press Home button and power button at the same time

How to screenshot on PC (desktop or laptop):

<https://www.youtube.com/watch?v=yolh5ggN7lk>

How to screenshot on Android phones (Samsung, Google, etc): Press the volume down and power buttons at the same time