

COVID-19 SOCIAL MEDIA CHECKLIST

- Does the content align with brand values?
- Is the tone of the post appropriate to the current pandemic?
- Could the content come across as profiteering or appear opportunistic?
- Does the content make preconceived assumptions without the data to back it up?
- Will the content potentially damage the reputation of the brand or any partner company?
- Is the content contributing to public health and society in a positive way?
- Does the content offer value to the audience?
- Will the content age well?

