NAVIGATING COVID-19 ON SOCIAL

Education Vertical

HOW CAN YOUR BUSINESS RESPOND?

The outbreak of COVID-19 has severely affected schools – across all levels – as they are forced to close and put the safety of their students, admin and community first. As of early March, 290 million students were out of school globally because of the virus and the numbers continue to grow. Centro put together this guide to provide guidance to institutions like yours during this challenging time.

SOCIAL STATS BY PLATFORM

- As of March 18, there were more than 19 million mentions related to COVID-19 across social media. [1]

- In many countries hit hardest by the virus, time spent across Facebook's apps since the crisis is up 70%. [2]

- Pinterest is seeing a 32x increase in searches like 'homeschool schedule', as well as an increase in searches for supplementary education materials. [3]

- Reddit pageviews increased 20-50% in Education related interest groups last week. [4]

- The number of users seeing ads on Twitter's platform hit 164 million as of March 25th, a 23% increase quarter to date, likely due to the influx of users on the platform. [5]

OPPORTUNITIES

- Help keep yourself, your staff and your students informed by sharing real-time updates/announcements through Facebook, Instagram, WhatsApp or Twitter.

- If you're canceling classes or events as a result of COVID-19, consider alternative channels for hosting – like an online webinar, virtual campus tour or live stream on Facebook or Instagram.

- If you are a university, you may want to leverage chat bot capabilities across Facebook Messenger to continue nurturing student leads.

- Consider providing supplementary materials for parents and students to utilize while they are at home.

1 eMarketer 'How COVID-19 is Testing Social Media (March 2020), 2 Facebook 'Keeping Our Services Stable and Reliable…' 3 Pinterest 'COVID-19 on Pinterest What's Trending' 4 Reddit Direct 5 Ad Exchanger 'Facebook and Twitter Are Up to Their Eyeballs in COVID-19 Engagement…'