

**STAY WILD.**

# **COVID 19**

**SOCIAL MEDIA TOOLS & RESPONSES  
FOR LOCAL BUSINESS OWNERS**



As our community faces challenges, we must remember that Jackson Hole has always been about something greater than ourselves. The principles and spirit of togetherness that have defined who we are must now help to support how we endure. In times of great hardship, our valley has found its strength in unity. By acting together, we will overcome.

Help us advocate for travel tomorrow by encouraging our guests to stay home today. The mountains, the moose, and the magic will all be here when the time is right.

*The Jackson Hole Travel & Tourism Board has compiled these guidelines to help our community share thoughtful and tone-sensitive messaging during this unprecedented time. Please use the following document as a guide for your businesses social media communications during this time.*



# THINGS TO AVOID

## **Avoid Promoting Unnecessary Travel**

For the health and safety of Jackson Hole and the greater global community, it is important to avoid any call-to-action that overtly encourages unnecessary travel to the destination. Rather than encouraging travel, consider promoting your mission, values, and commitment to the health and welfare of your staff and customers.

## **Avoid Promoting the Destination as a Reprieve From COVID-19**

Jackson Hole is known for its serenity, wide-open spaces, and natural wonders. In promoting these cherished attributes as a way to escape the impacts of COVID-19 in metropolitan markets, you run the risk of appearing tone-deaf or uninformed. Instead, focus on sharing insights and stories about how our community has rallied together to mitigate the impact of the pandemic.

## **Avoid Overt References to COVID-19 Optimized Services**

We are all working diligently to keep Jackson Hole's businesses afloat while providing streamlined services to help support the needs of our community. Directly promoting a product or service can feel opportunistic or out of touch. Instead of directly promoting services, consider providing periodic updates about the status of your business and services. More than solicitation, audiences are looking for information.





# OPPORTUNITIES

## **Take Advantage of Local Content Resources**

As a result of quarantine and social distancing, it has become increasingly difficult to produce the content necessary for ongoing messaging. The Jackson Hole Travel & Tourism Board offers a robust library of free, seasonally-specific photo and video materials. Please contact [Kate Sollitt](#) for more information.

## **Focus on Storytelling**

Now more than ever, audiences are searching for a reprieve from the day-to-day anxieties of world affairs. Rather than contributing to the general dialogue, consider opportunities for telling unique branded stories. Use resources like Facebook Live or Instagram TV to offer an engaging point of contact with your audiences.

## **Support Community Partners**

Organizations throughout our community are rallying behind the common cause of defeating COVID-19. Like, comment on, and share the responsible social media content being published every day by local businesses and non-profits. By engaging with one another, we can bolster the reach of responsible messaging and mitigate the impact of irresponsible content.

# HASHTAGS

Consider implementing the use of the following hashtags to better coordinate local messaging around the COVID-19 pandemic:

- #ShopLocalJH
- #WYresponsibly
- #COVID19

# EXAMPLE POSTS

Refer to the posts at right for examples of do's and dont's.

## PROBLEMATIC



## PERFECT

