

ListenFirst Finds Social Engagement for Media and Healthcare Is Growing.

Medical Letter on the CDC & FDA

2020 APR 19 (NewsRx) -- By a News Reporter-Staff News Editor at Medical Letter on the CDC & FDA -- ListenFirst, the most comprehensive social analytics solution, released three social media special reports, illustrating how Covid-19 has impacted social media consumption habits. In separate reports for Retail, Healthcare, and TV & Film, ListenFirst examines how the global pandemic has changed consumer behavior and identifies strategies for brands to stay relevant in the long-term while also remaining agile as events unfold.

While social media engagement was flat in March 2020 compared to March 2019, TV, Healthcare, Food brands, and Alcoholic Beverages have seen the largest increases in engagement. The active conversation around the coronavirus on social media has so far peaked on March 12, 2020 with 24,191,103 new Tweets and Reddit posts, and has steadily declined though there is still an average of 15 million combined Tweets and Reddit posts per day mentioning the coronavirus through the end of March 2020.

Social media reaction to the coronavirus has evolved, with consumers becoming less fearful and more angry about the coronavirus. During the month of January 2020, 20% of the Tweets mentioning the coronavirus expressed the emotion of Fear with 1% of those Tweets expressing Anger. By the week ending March 29, 13% of Tweets mentioning the coronavirus expressed Fear and 5% expressed Anger.

"While the coronavirus has severely limited the types of social media opportunities that are appropriate for brands, we are seeing a number of success stories for companies that are using social media to show how they're helping out those most affected," explains Tracy David, Chief Marketing Officer, ListenFirst. "Brands can use this time to build brand equity, and efforts such as donating supplies or medical equipment is both the right thing to do and a positive influence on customer loyalty."

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