

Charleston Metro Chamber MEMBERS MAKING MOVES DURING COVID-19

Purpose:

Spotlight member companies who are making an impact in response to COVID-19. Showcase the creative efforts they are taking to keeping their business working, support their employees/clients or provide help to those in need. Demonstrate, on a constant basis, how the business community is doing. This could include development of recovery efforts.

Tone:

While everyone feels uncertain and challenged by the current environment, we want to provide a positive outlook. While remaining aware of the difficulties everyone is facing, inspire by demonstrating how our business community is rising above.

Tactics:

Video Spotlights of Members Making Moves During COVID-19

- Plays off our already established Members Making Moves social media campaign but focuses around our current environment
- Ask each identified member to record a short video, approximately one minute
 - o Chamber will provide member with video tip sheet to help produce good quality videos
 - o Chamber will add branding elements to enhance each video
- Graphics
 - o Develop look for campaign to create consistency
 - o Includes video, social, website and email graphics
 - o Create social graphics that can be used by member to help them share content on their platforms
- Distribution
 - o Release 1-2 videos per week during COVID-19 impact period
 - o Share on our social media platforms (Facebook, Twitter, LinkedIn, Instagram)
 - Tag company when applicable
 - Utilize a unique hashtag
 - o Create a Members Making Move During COVID-19 webpage as a landing page and storage for video content
 - o Upload videos to Chamber vimeo account
 - o Share 1 video per week in weekly Friday full member email