



Media Relations Update

April 1, 2020

As the world faces a changing political, economic, and social landscape, ALZA Strategies is committed to keeping you in the loop on the most significant updates as it relates to COVID-19 and how this crisis is impacting public affairs. We are here for you and send you well wishes and safety during these trying times.

Coronavirus Alters Social Media Ad Behavior and Misinformation-Fighting Tactics

As media engagement increases across the board, so too does social media involvement. Despite increased viewership, however, **social media advertising is declining**, particularly as entertainment and travel industries pull their ads. Companies that haven't pulled their ads are forced to reconsider previous messaging and imagery that demonstrates human connection and instead boosts cleanliness. Recently, individuals are surprisingly receptive to advertising that includes COVID-19 messaging in a way that they haven't been before regarding social issues and politics. Analysts suggest that this attitude shift among viewers is due to a desire for trusted companies to address the pandemic affecting everyone globally.

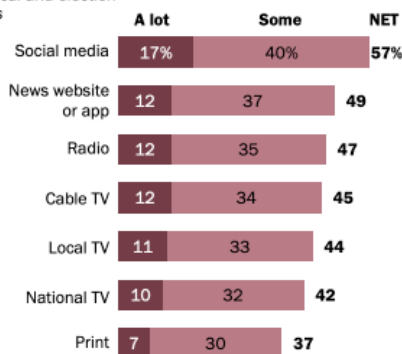
Along with social media advertising, **COVID-19 related news viewership on social media has also declined due to coronavirus misinformation.**

According to the Pew Research Center's 2019 survey, about 2 in 10 Americans get their political news on social media platforms, depicted in the graphic to the right. Nevertheless, "the majority of those who get most

Majority of those who get most news from social media say they've seen at least some misinformation about the coronavirus

% of U.S. adults who say they have seen ___ (of) news and information about the COVID-19 outbreak that seemed completely made up

Among those who say ___ is the most common way they get political and election news



Source: Survey of U.S. adults conducted March 10-16, 2020.

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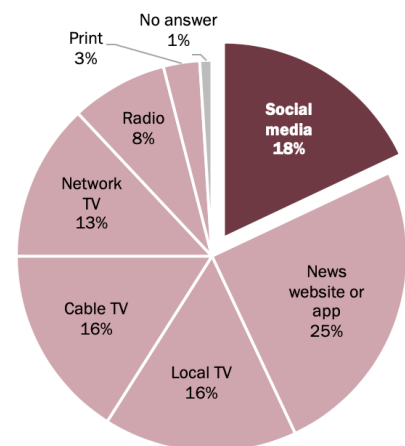
news from social media say they've seen at least some misinformation about the coronavirus," says the Pew Research Center's most recent [report](#), prompting those individuals decrease following of coronavirus news coverage in general.

In an unprecedented effort to fight misinformation, social media platforms partnered with other tech networks to remove

bad information and promote good information, using resources to direct users to reputable sources and combat myths about coronavirus, the upcoming general elections in November, and other pertinent issues.

About two-in-ten U.S. adults get most of their political news on social media

% of U.S. adults who say the most common way they get political and election news is ...



Source: Survey of U.S. adults conducted Oct. 29-Nov. 11, 2019.

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