



Media Relations Update

March 30, 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 media relations. 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.

In an unprecedented effort to fight misinformation, social media platforms are also partnering 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.