

Tweeting in the Time of COVID-19 and George Floyd

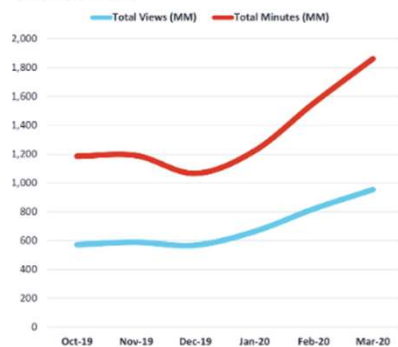
Noel Rubinton, Brown University Communications Manager
July 16, 2020

Enormous opportunity

- Huge increase in public appetite for information
- Show your school's relevance
- Make faculty members more visible
- Elevate your institution's reputation

News/Information Category

ENGAGEMENT



TOTAL VIEWS	
	% Change Mar 20 vs Feb 20
News/Information	+16%
General News	+18%
Business/Finance News	+61%
Technology News	+13%
Local News	+20%
Politics	-7%
Weather	-32%

Pivot quickly from your regular material

- Follow the news
- Expand your sources
- Be flexible on posting times and amounts



Identify the most engaged faculty

- Follow them closely



Mainstream media

The Washington Post

We must release prisoners to lessen the spread of coronavirus

Opinion by **Josiah Rich, Scott Allen and Mavis Nimoh**

The New York Times

“We know that asymptomatic or pre-symptomatic spread is real, and we know that kids are less likely to show symptoms if they’re infected than adults,” said Dr. Megan Ranney, an emergency medicine doctor and expert in adolescent health at Brown University. Schools should randomly test students and teachers, she said, but that may be impossible given the lack of funding and limited testing even in hospitals



NPR's Mary Louise Kelly speaks with Brown University economist Emily Oster about the consequences of not opening schools for the fall semester.

TV clips



Providence, Rhode Island
3:47 PM ET

CORONAVIRUS PANDEMIC

GLOBALLY	
TOTAL CASES	DEATHS
12,123,257	551,384

IN THE UNITED STATES	
TOTAL CASES	DEATHS
3,084,690	132,803

SOURCE: JOHNS HOPKINS UNIVERSITY

TONIGHT ON CNN
CORONAVIRUS FACTS AND FEARS
8^P ET

TRUMP WHITE HOUSE
TRUMP AGAIN PUSHES NONSENSICAL CLAIM ABOUT U.S. TESTING
Dr. Megan Ranney | Emergency Physician, Lifespan/Brown University

CNN
3:47 PM E



PBS NEWS HOUR

PBS NEWS HOUR

Capitalize on campus events

- Live tweet events on campus
- Beyond specific readership, keeps intellectual life of campus alive



Measure success

- Social media analytics
- See what works best, and what doesn't
- Follow both reach and engagement

Your Tweets earned **796.3K impressions** over this **32 day period**



YOUR TWEETS
During this 32 day period, you earned
24.9K impressions per day.