**A Look at Creative Social Media Tactics During Pandemic**

As the coronavirus spread, some brands went silent while others adapted with innovative social media approaches, such as Steak-umms' call on Twitter to rely on data during times of uncertainty, writes ACH Communications' Arik Hanson. He also points to six other risky approaches, including Coke's Twitter feed devoted to nonprofit partners, Domino's use of Zoom for an employee recruitment push and Walmart's use of user-generated content to thank its front-line employees.

***ACH Communications (Arik Hanson) 4/17/20***

<http://www.arikhanson.com/2020/04/17/7-brands-experimenting-with-new-social-media-marketing-approaches-during-covid-19/>

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