Adweek Together: A Social Media Playbook for Our Times

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In case you haven’t noticed, the way brands speak to customers on air, online, in print and through out-of-home (even though most of us are at home) has changed dramatically in the last six weeks. Social strategies have also shifted—and with more eyes on social channels (Twitter alone just announced year-over-year user growth of 24% in the first quarter), it’s never been more important to get it right.

So what are some key takeaways and lessons for communicating on social in the age of coronavirus? On today’s edition of Adweek Together, Jess Zafarris, Adweek’s audience engagement editor, talks with John Holdridge, general manager of brand services at social content company Fullscreen.

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