WORK DURING COVID 19

Social media
# Highlights of the platforms

## Facebook

<table>
<thead>
<tr>
<th>Month</th>
<th>March 2020</th>
<th>April 2020 (Till 23rd April)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>149</td>
<td>155</td>
</tr>
</tbody>
</table>

## Twitter

<table>
<thead>
<tr>
<th>Month</th>
<th>March 2020</th>
<th>April 2020 (Till 23rd April)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>306</td>
<td>345</td>
</tr>
</tbody>
</table>

## Instagram

<table>
<thead>
<tr>
<th>Month</th>
<th>March 2020</th>
<th>April 2020 (Till 23rd April)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>35</td>
<td>20</td>
</tr>
</tbody>
</table>

## LinkedIn

<table>
<thead>
<tr>
<th>Month</th>
<th>March 2020</th>
<th>April 2020 (Till 23rd April)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Posts</td>
<td>111</td>
<td>110</td>
</tr>
</tbody>
</table>
Campaign Summary

MARCH Summary
The first step to engage our followers and community was to disseminate the correct information in the with the ease of understanding. The campaign was divided into the following parts.

1. What is Corona Virus
2. When and Where
3. How does it spread-
4. Who is at risk
5. What are the symptoms
6. Measures to protect (Dos)
7. Measures to protect (Don’ts)
**CORONAVIRUS / COVID-19**

**how it spreads**
This virus is transmissible and can spread easily from person to person even before a person develops symptoms. It’s carried on by respiratory droplets when we talk, sneeze and cough. These can end up on surfaces or in someone’s mouth or nose.

**CORONAVIRUS / COVID-19**

**what are the symptoms**

- Mild to severe fever
- Shortness of breath
- Cough
- Pneumonia
- Kidney failure
CORONAVIRUS / COVID19

**who is at risk**

- Health care workers
- People with chronic health conditions
- People who are taking care of the sick

**preventive measures**

- Wash hands with soap and water or use alcohol-based hand rub (24/7)
- Cover your nose and mouth while sneezing and coughing
- See a doctor if you feel unwell
- Throw used tissues into closed bins immediately after use
- Hand wash frequently

*IF YOU HAVE ANY SYMPTOMS, CONTACT MINISTRY OF HEALTH & FAMILY WELFARE’S 24X7 HELPLINE*
Measures to protect

Avoid close contact with anyone if you’re experiencing cough and fever.

Avoid participating in large gatherings.

Don’t touch your eyes, nose, and mouth.

Don’t spit in public.
Campaign Summary

MARCH/APRIL

Summary

#StayHomeStaySafe

The next step which we followed during these unprecedented times was to ask people to stay home, and spread the spirit of positivity in our community by sharing tips, tricks, and things to do so that the lack of mobility is not felt mentally too.
ASSOCHAM #StayHome @ASSOCHAM4India · Apr 18
The night is darkest just before the dawn,
Hang in there. #StayHomeSaveLives
At the end of the tunnel, there is always light.

It is easy to lose hope in such times, let us focus and check on each other.

This too shall pass.🌞

#IndiaFightsCorona
@PIB_India @COVIDNewsByMIB

0:37 | 180 views

ASSOCHAM #StayHome @ASSOCHAM4India · Apr 14
जो साथ दे सारा इंडिया,
फिर मुस्तुरालुक्का इंडिया,
फिर जीत जाएगी इंडिया!

Let's pledge to #FlattenTheCurve, let's pledge to rise back!

#StaySafeStayHelpful @starindia @akshaykumar @MoHFW_INDIA
@drnashvardhan @pratikdelhi

2:03 | 137 views
Campaign Summary

APRIL (ONGOING)

Summary
#IndiaFitRaho

Staying indoors mean that the lifestyle that the mankind has gotten used to has altered in more ways than we can count. There is a sense of uncertainty from global to personal level which impacts the mental and psychical well-being.

To give India, tips and tricks on how it can stay fit by making small changes in their daily lifestyle we stared a series #IndiaFitRaho.
ASOCHAM #StayHome @ASOCHAMIndia - Apr 24

Glow on your skin,
हो रात या किर दिन!

Practice Surya Namaskar,
सुरी समने होणे साकार!

Don’t forget to work on your immunity while you #StayHome and practice #SocialDistancing.

#IndiaFitRaho

Ministry of Health ✂️ #StayHome #StaySafe and 7 others

3 29 40 11

ASOCHAM #StayHome @ASOCHAMIndia - Apr 16

Breathe in,
Breathe out! 🧘

Our body is designed to release 70% of its toxins through breathing.

When we take deep breathes, it sends a message to our brain to calm down and relax, helping in relieving stress.

So take a deep breath and let it go! #IndiaFitRaho

#IndiaFitRaho

Ministry of Health ✂️ #StayHome #StaySafe and 9 others

3 29 40 11
Organic is the key

_MARCH/APRIL (ONGOING)_

Summary
As they say pictures speak louder than words, we just put the same formula behind our next content category.

Results, more engagement and conversations from ministers to civil service professionals and a sense of belongingness in the community.
Vigil is the word!
Vigilant on borders,
Vigilant against #COVID19.

Soldiers of Battalion 116 are making sure that farmers who are ensuring that 🇮🇳's plate is full, even during #lockdown are taking care of themselves too.

Jai Jawan, Jai Kisan!

📸: @BSF_Punjab
• BSF India
• Lockheed Martin India
• BSF Punjab
• Delhi Police
• Bill and Melinda Gates Foundation
• Smriti Z Irani
• Ministry of Women and child development
• Punjab Police
• Kiren Rijiju
• Niti Aayog

Are some of the high key profiles that engaged with us and became a part of our community.
Twitter (From March 7 - April 23)

<table>
<thead>
<tr>
<th>Particular</th>
<th>Number</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Tweets:</td>
<td>568</td>
</tr>
<tr>
<td>Impressions:</td>
<td>1.2M</td>
</tr>
<tr>
<td>Engagement:</td>
<td>13224</td>
</tr>
<tr>
<td>Likes</td>
<td>9247</td>
</tr>
<tr>
<td>RTs:</td>
<td>3406</td>
</tr>
</tbody>
</table>
THANK YOU