Outline for “Content and Communications in the Coronavirus Crisis”
by David Jacobson, Founder, Inkflow Communications
for
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I. Introductory PowerPoint

II. Why So Short?
   a. To illustrate two keys: Authenticity, Audience Attunement
   b. I authentically despise PowerPoint, and I bet you do, too.
   c. In these times, people prefer to interact.
   d. Keep your content messaging mindful and reflecting of those realities.

III. In That Spirit
   a. Please give 30 seconds or less summarizing your/clients’ positions.
   b. What is important for us to cover in this webinar? Questions/comments

IV. Critical Analysis of Messaging in Ads
   a. Uber “Stay Home”
      https://www.youtube.com/watch?v=_e8XLnMiCOE
   b. Lincoln “Power of Sanctuary” https://www.youtube.com/watch?v=KS5EPssssENc
   c. Budweiser “One Team”
      https://www.youtube.com/watch?v=3_t9niMNkdg&feature=youtu.be
   d. How to Avoid Sounding Tone-Deaf During Coronavirus Pandemic

V. Content Marketing is Comparatively Idiot-Proof
   a. The whole point of content marketing is to endear, not to sell.
   b. You’re giving (infotainment/edutainment)...
   c. …when people need it most.
   d. People have more time.
   e. Some seek comfort in the familiar, others are ready to try something new.

VI. Current Inkflow Initiatives
   a. Most recent newsletter (6 Mindful Minutes, Wolf Pack IGTV, Invite to SPN)
   b. Fit Kids freebies (www.FitKids.org)
   c. CCO "petting zoo"

VII. Tips
   a. It’s OK to be quieter (cost-benefit analysis).
   b. Great time to generate content even if not deployed during crisis (people may have more time, may want to help more, and may be more emotive…like you).
   c. If you decide on a content strategy, give.
   d. Find assets in your organization (expertise, celebrity cache, relevance).
   e. OK to brand, OK to ask (Heidi Webb), but give first.

VIII. Conclusion: In a Coronavirus crisis, content is king.