The Conversation around COVID-19 in the Southeast

DATA PROVIDED BY THE CLEMSON SOCIAL MEDIA LISTENING CENTER

Social media is a powerful platform for unofficial, real-time communication, and we're listening. SCHA and Solvent Networks are monitoring social media conversations about COVID-19 to understand what's on the minds of our important audiences. With data and analysis provided by Clemson University's Social Media Listening Center, we offer *Listening*, a Solvent Insights report that may be of value to hospital leaders.

Clemson scanned COVID-19 discussions in 12 Southeastern states from Jan. 1 – April 13, 2020. The following observations are based on 18 million total mentions and 3 million unique authors.

Trending hashtags

Fading ▬▬▬▬▬▬ Trending

People and brands driving the conversation

0   614101   1228201   1842302   2456402

Total mentions

Most frequently used coronavirus emojis

Online news has remained more consistent in volume of coverage.

Mention Volume for **Days** broken down by **Page Types**

Social media conversation peaked on March 12, 2020

The dramatic decline in comments since early April may suggest message fatigue and a desire to reduce time spent online.

Comments Over Time
Coronavirus [EN] [Scaled x4] | Jan 13, 2020 - Apr 12, 2020
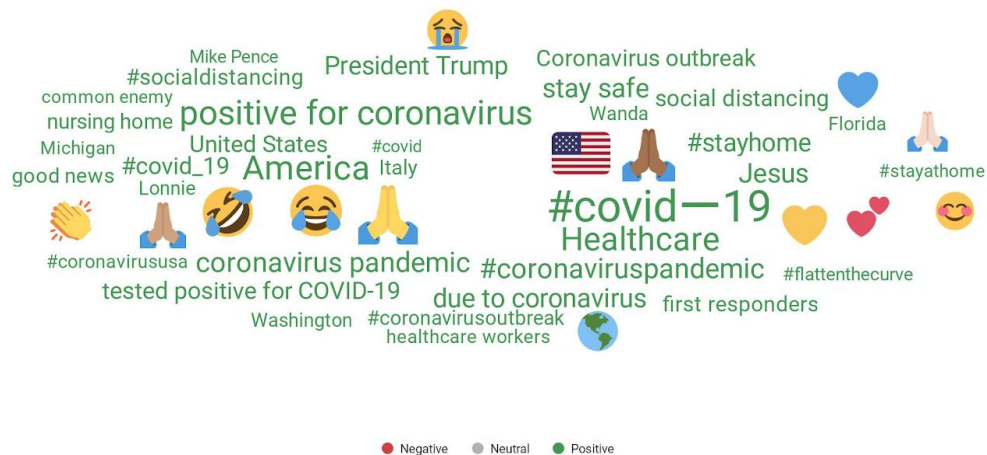Mention Volume for Days broken down by Languages

Comments Over Time
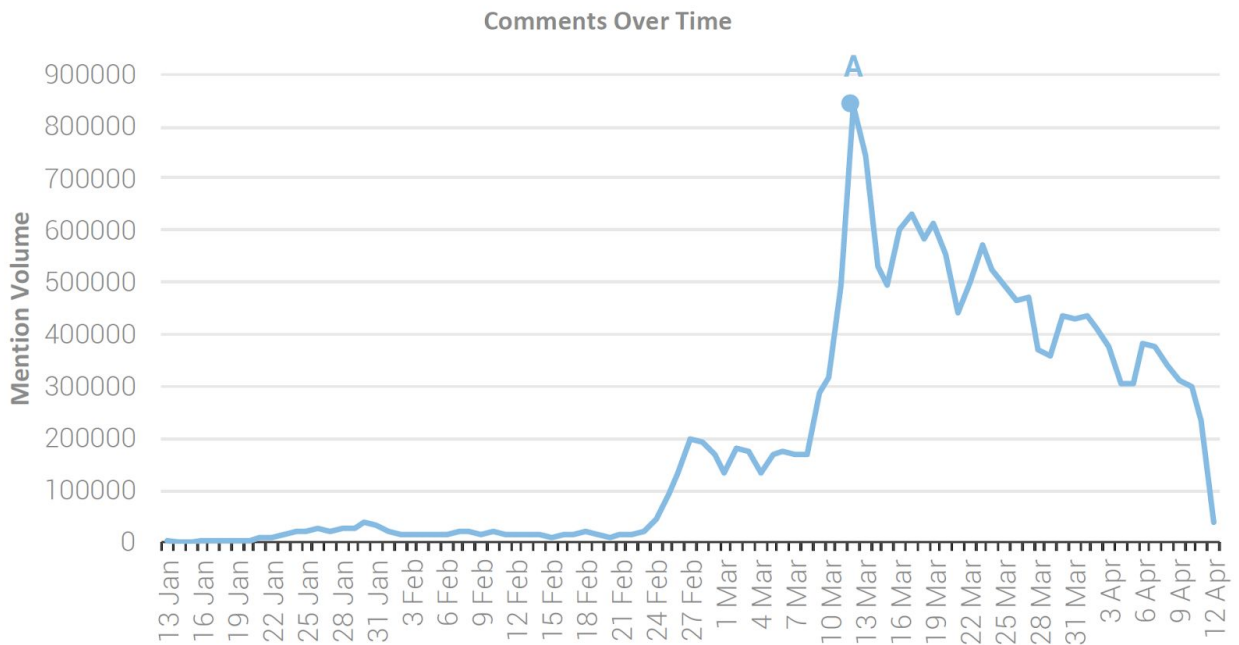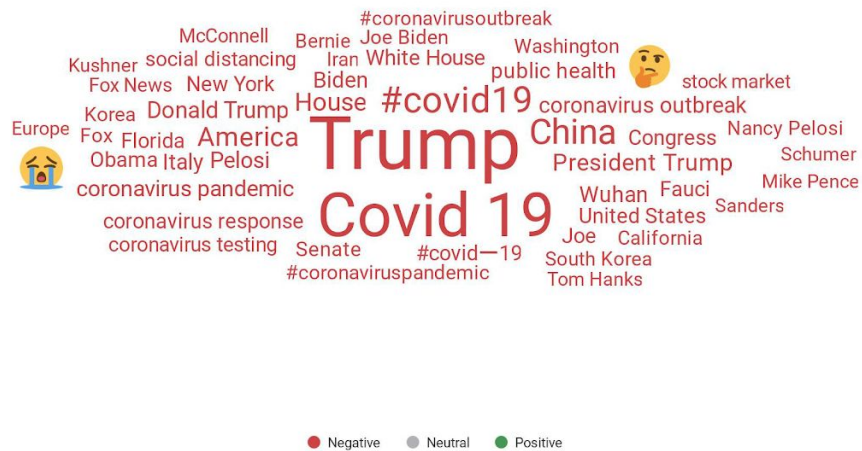
We're in a bad mood!

We all recognize the health and economic impacts of the pandemic. This scan offers insights into the emotional toll as well. Across South Carolina and the rest of the Southeast, social media conversations are overwhelmingly negative in tone.
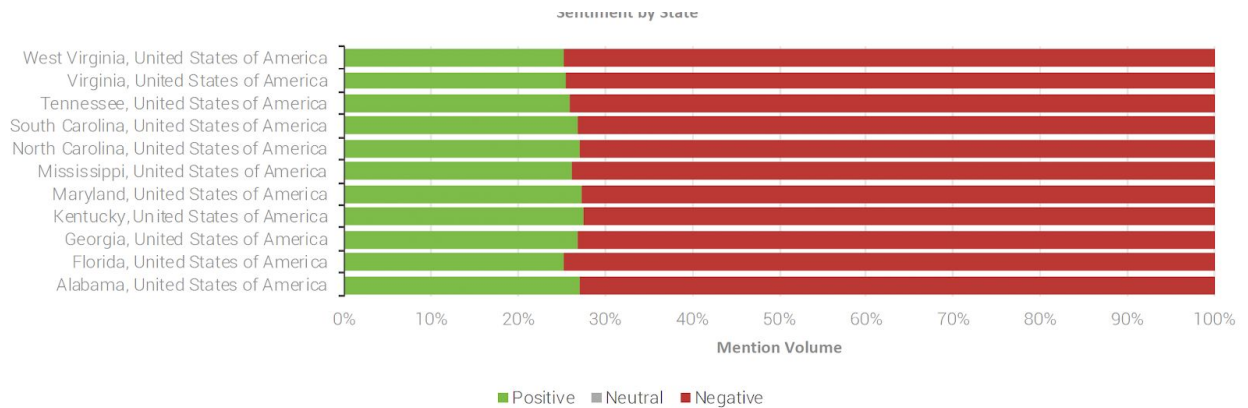
Most frequent positive top

Negative topics tend to be politically oriented

Closer to home

From April 9 – 13, we narrowed the scan to South Carolina, focusing on people identified as healthcare workers, primarily nurses. We'll share those results in the next edition of *Listening,* a Solvent Insights report.