

## Unite Against COVID-19

by || Mahi

# Unite against COVID-19

## Department of Prime Minister & Cabinet / Unite Against COVID-19

Strategy, Social Media, Marketing, Community Management.

Unite Against COVID-19

- P. **March 2020 – Led the all of government response on all social channels from the start of the pandemic for 8 months. Set up all social accounts, built and managed a team of cross-government social media practitioners.** An important element of this response was community management and responsiveness. Our team listened and responded to questions from New Zealanders and fed back concerns or information gaps into policy and leadership.

Systems and processes Katie set up are still being used today.

Read more about the response:

[Coronavirus campaign a masterclass in communications](#)

[NZ ranked first in the world for COVID-19 communications](#)

# Unite against COVID-19



What financial  
support can  
I get?

Unite  
against



© 2024 SOCIAL GOOD. All rights reserved.