

Educating the Public through a Pandemic: Reflections from a “Nerdy Girl”



Lindsey Leininger, Ph.D. | Tuck School of Business @ Dartmouth College
ASEB workshop “Flying in the Era of COVID” | Feb. 5, 2021

By day



By night





“THOSE NERDY GIRLS” EXPLAIN THE PANDEMIC TO AMERICA

The Philadelphia Citizen BY ROXANNE PATEL SHEPELAVY JAN. 26, 2021

Stay safe, stay sane.



Dear Pandemic:



Following

Dear Pandemic

@DearPandemic Follows you

The nerdy girls curating COVID-19 content for the greater good. We love facts.

facebook.com/dearpandemic/ Joined March 2020

Dear Pandemic is a public education campaign curating timely and trustworthy information about the pandemic, primarily on social media.

Our shared mission:
Help people understand risk.



NERVOUS NED



ON-THE-FENCE FERN



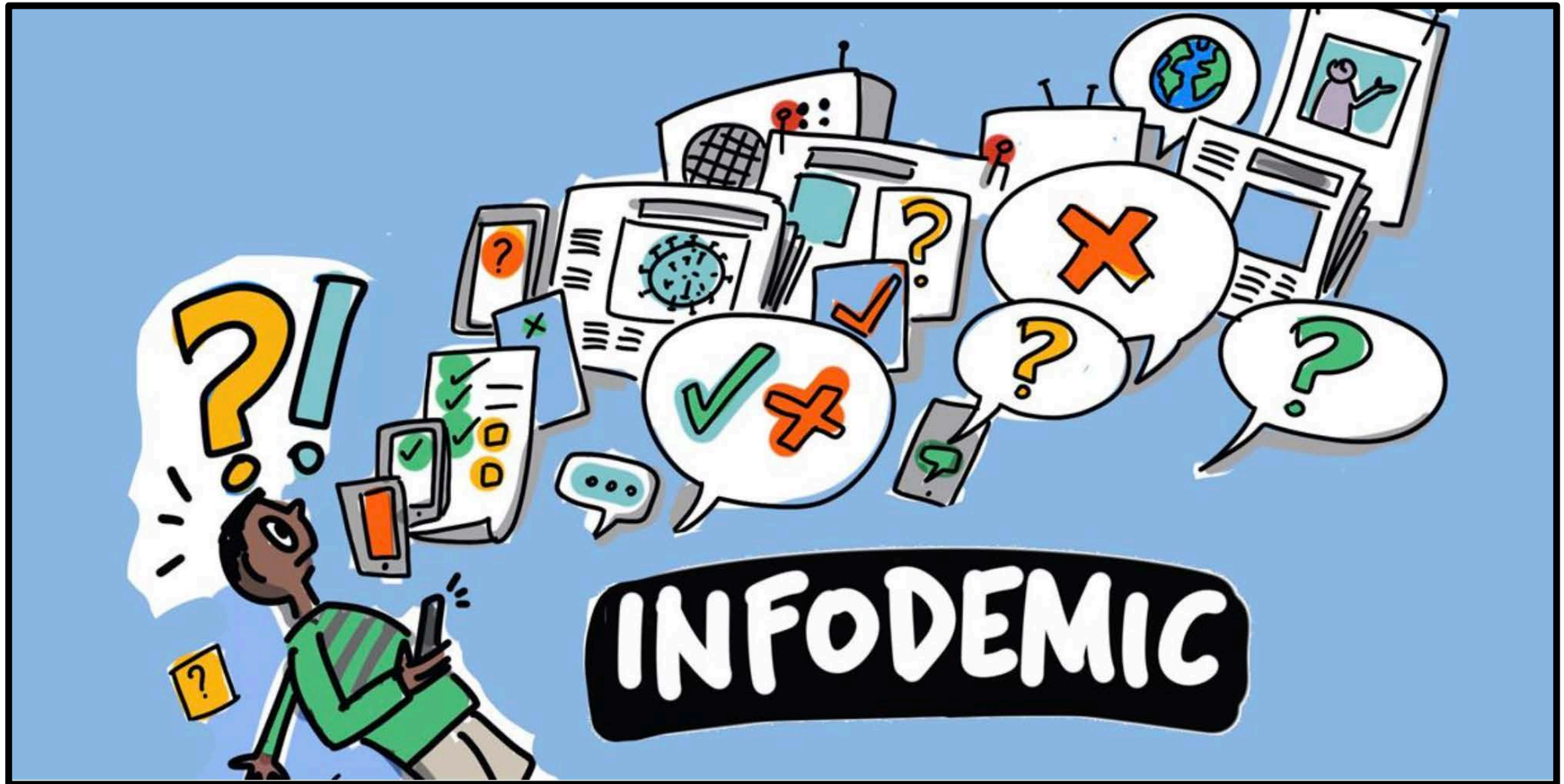
NO-BIGGIE BEN

CHALLENGES

Trust: Fragmented + Fragile



Confusion Rules the Day



Infodemic: An overabundance of information – some accurate and some not – occurring during an epidemic. (World Health Organization)

Different Audiences Require Different Messages and Messengers



Whoa! What's a communicator to do?!

Notes from the Nerdy Girl playbook

L Listen and connect. Key: Authenticity.

E Map and engage the relevant information ecosystem. Key: Partners.

T Transparency first. Non-negotiable.

S Source and vet data from the best.
Be an open, humble, voracious learner.

LEARN(ing) science helps guide content.



Dear Pandemic:

When can fully vaccinated older adults see family and friends again?



The scientists behind *Your Local Epidemiologist*, *Dear Pandemic*, and *Friendly Neighbor Epidemiologist* want to know your thoughts and feelings regarding COVID-19 information on social media in order to improve communication to followers and inform efforts on a broader scale.



Communicating through the
Coronavirus Crisis



Thank you!!!! Questions? Reactions?

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EXTRA SLIDES

Full disclosure: By day + by night

