

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



The image is a screenshot of a social media profile for the account "Dear Pandemic". The profile features a large orange circular icon on the left containing a white speech bubble with three small black virus icons inside. To the right of the icon, the account name "Dear Pandemic:" is displayed in a dark blue header bar. Below the header, there are three blue circular icons with white symbols: an ellipsis, an envelope, and a bell with a plus sign. To the right of these icons is a blue button with the word "Following" in white. The main content area of the profile shows the account name "Dear Pandemic" in bold black text, the handle "@DearPandemic" followed by a "Follows you" button, and a bio: "Those Nerdy Girls curating COVID-19 content for the greater good. We love facts." Below the bio are links to the website "dearpandemic.org" and the joining date "Joined March 2020".

Dear Pandemic:

...

Following

Dear Pandemic

@DearPandemic Follows you

Those Nerdy Girls curating COVID-19 content for the greater good. We love facts.

dearpandemic.org Joined March 2020

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



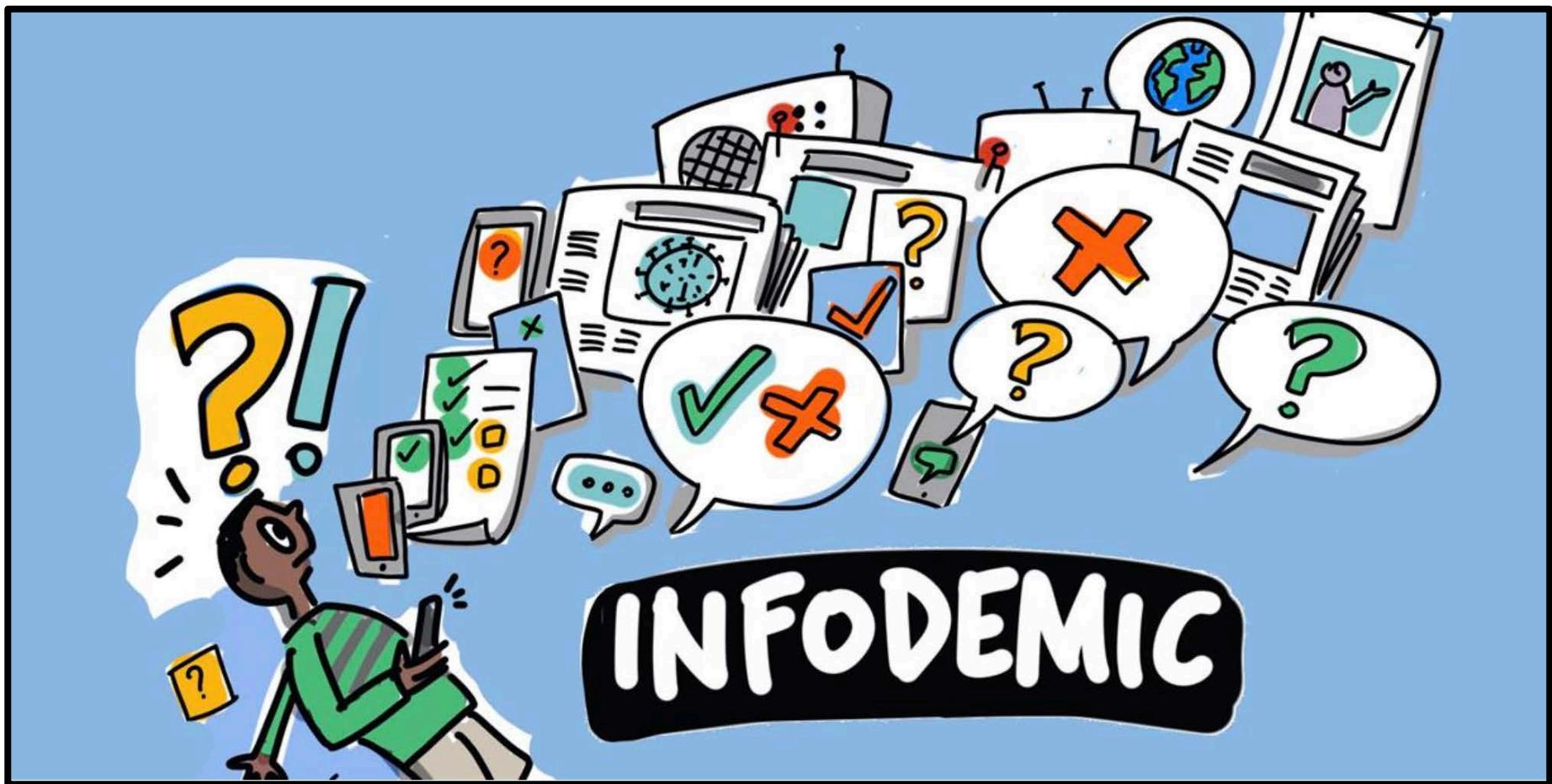
NO-BIGGIE BEN

CHALLENGES

Trust: Fragmented + Fragile

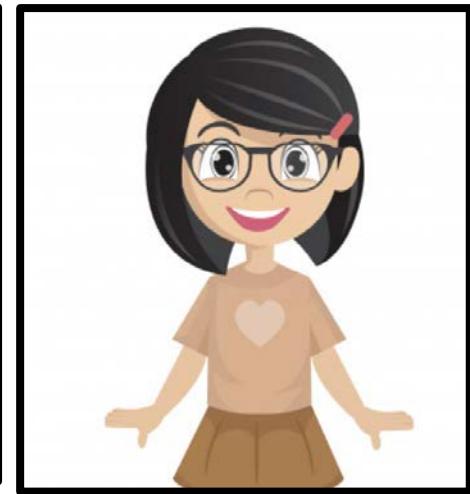


Confusion Rules the Day



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?

Lindsey.j.Leininger@Tuck.Dartmouth.edu

EXTRA SLIDES

Full disclosure: By day + by night

