

# INSIGHTS

Brand Strategy | Public Relations | Digital & Social Media

## Apps

### Zoom

Rated number 1 in the business category of the AppStore, Zoom is useful for those who work remotely. Users can invite up to 100 people to join on a video conference call. It is known for providing best cloud meeting experience on mobile.

<https://apple.co/2QyKbBG>

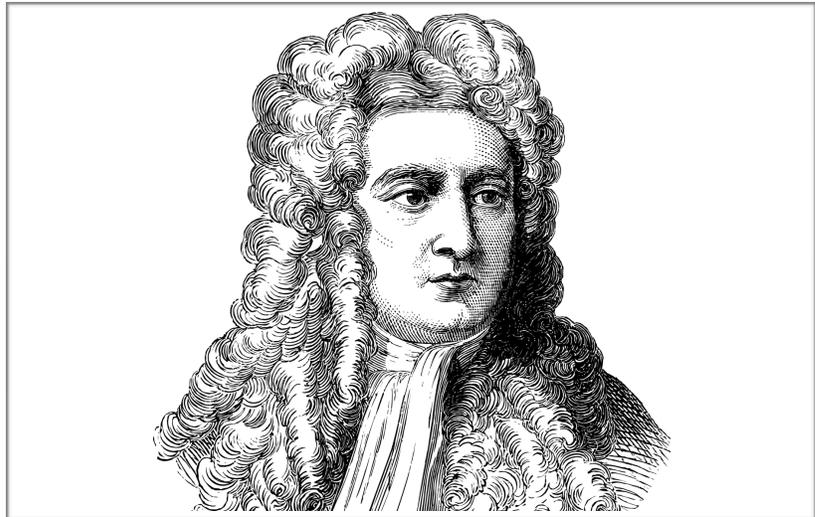
## Books

### Abundance

by Peter H. Diamandis & Steven Kotler

Authors of this book wrote how exponentially growing technologies will enable us to make greater gains in the next two decades than we have in the previous 200 years. We will soon have the ability to meet and exceed the basic needs of every person on the planet. Abundance for all is within our grasp.

<https://amzn.to/3dgOnj4>



## Making the Best of It

During a pandemic, Isaac Newton had to work from home, too. He used the time wisely. This is the time to invest in oneself. This is the time to invest in the future rather than react to the crisis. This is the time to work on what cannot be cancelled or postponed - independent projects and personal passions. Like Newton did, it's time to make the best of it.

[https://wapo.st/2\]2IEj4](https://wapo.st/2]2IEj4)

### *Mini article*

These five industries are thriving in the midst of current turmoil. There are other ones missing from the list i.e. media.

<https://bit.ly/2xcqk4q>

## Staying Positive

Here are 23 pieces of good news regarding coronavirus. Solutions regarding what can heal it or how to prevent it are being found earlier than predicted. Air pollution levels in the big cities can be reaching new lows. A well rounded picture of the situation is not just a matter of rational optimism but also of analytical realism.

<https://bit.ly/2UpL2pq>

## Sensationalist & Gonzo Media

Instead of seeing this moment as an opportunity to regain the trust of the audience, there are still many media companies who spread extremist, sensationalist, populist, pessimistic and fearful messages as 'news'. Social media sensationalism is fueling stress around coronavirus and to reduce one's exposure to alarmist stories, it is important to try taking a "tech time out."

<https://bit.ly/399efKx>

## Physical, Not Social Distancing

The alarmist and warning messages are being spread by unqualified communication 'professionals' who are unable to even choose the appropriate terminology for their messages. Physical distancing isn't the same as social distancing. A common enemy is supposed to unite us rather than separate us. It is important - especially now - to stay connected with family, friends, teams, partners and clients.

<https://bit.ly/3bf2eVg>

## Keep Calm and Carry On Working (Remotely)

How can employees stay motivated and productive while teleworking? T. Anscombe wrote: "As more of the world's population than ever before take their equipment home to begin working remotely, the challenge is for team leaders to ensure their team members remain productive, motivated and engaged, and avoid the issues of isolation." Working remotely is, in many ways, the future anyway as it breathes life to big cities. This is why many countries even before the Corona outbreak have encouraged working from home in some days of the week.

<https://bit.ly/33BpdY0>