

THE PAST, THE PRESENT AND THE FUTURE:

The lessons we learned from
Pandemics

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THE PAST

CARPE DIEM

ZEITGEIST

MYTHER SISIPHUS

<https://www.scribd.com/doc/24560004/>
Yang-Terlupakan-Pandemi-Influenza-1918-
di-Hindia-Belanda

SERIE No. 481

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96.640

IGNATIUS-COLLEG.
IOGIAKARTA

LELARA
INFLUENZA

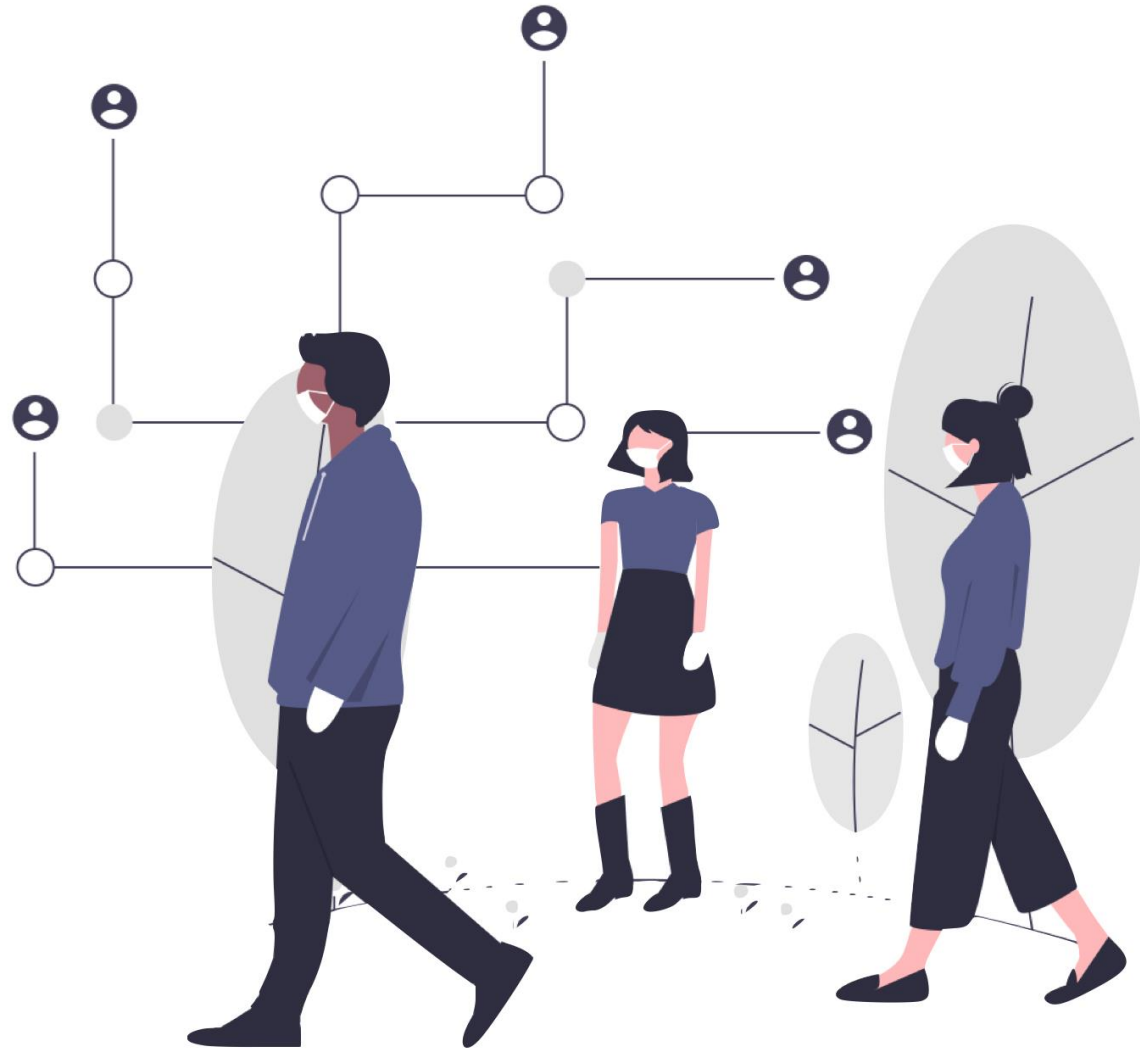
KAETJAP SAHA KA WEDALAKEN DÉNING

IGNATIUS-COLLEG.
IOGIAKARTA
ST. NISLAUS COLLEGE

BALÉ POESTAKA

BIBLIOTHECA

THE PRESENT



4 Ts

✓ TRACT

✓ TEST

✓ TREAT

✓ TRIM

Spend by Placement: Instagram Explore Instagram

(% of Total Ad Account Spend)



Instagram Explore Is On the Up

In Q1 2020, Instagram Explore increased to take up 1.70% of total ad spend, according to Socialbakers data.

This placement has risen steadily since becoming an option in August 2019, and if brands are able to use it to take advantage of the increased social commerce capabilities on Instagram it could become even more important in the future.

A group of children are gathered around a public water tap, washing their hands. The tap is green and mounted on a white sink. The children are wearing colorful clothing, and the scene is brightly lit. The text "INVEST MORE IN LONG-TERM FUTURE PROGRAMS" is overlaid in white, bold, sans-serif font across the center of the image.

INVEST MORE
IN
LONG - TERM FUTURE
PROGRAMS