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Marketing	AB Abstract
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## Explore the Item Record



Click on the title of the item of interest to access additional information, full-text options, and tools.

**Pictures of a crisis. Destination marketing organizations' Instagram communication before and during a global health crisis.**

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Source: [Journal of Business Research](#), Aug2023, Vol. 163, p.N-PAG-N-PAG. 1p.

Document Type: Article

Subject Terms: [Destination marketing organizations](#)  
[COVID-19 pandemic](#)  
[World health](#)  
[Prosocial behavior](#)  
[Social media](#)

Geographic Terms: [Milan \(Italy\)](#)  
[Paris \(France\)](#)

Author-Supplied Keywords: [Crisis communication](#)  
[Destination marketing organization](#)  
[Instagram](#)  
[Pro-social behavior](#)

**Abstract:** The COVID-19 pandemic enhanced social media communications at a time individuals were unable to leave their homes due to the lockdown measures. A lack of research has been identified on how destination marketing organizations use social media during global health crises. Addressing this gap, the present research uses a mixed-method approach to examine the use of Instagram by Milan and Paris' Destination Marketing Organizations before and during COVID-19 and user engagement with it. Via a quantitative content analysis, Study 1 reveals communication differences between destinations and a change in promotion focus during the pandemic. Both DMOs focus on posts portraying "Culture, History and Art", which signifies stability and eternity as opposed to uncertain times. Using a thematic analysis, Study 2 reveals that both organizations promoted pro-social behavior also by employing influencers. Overall, research results document tourism organizations' pro-social use of social media during a global health crisis. [ABSTRACT FROM AUTHOR]

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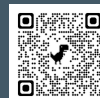
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