**Communicating Covid-19 Pandemic on Facebook: Illustrations**

**from Users’ Screenshots from Nigeria and Bangladesh**

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**Abstract**

The outbreak of Covid-19 has dented the global public health profile. Sadly, the ubiquity of the social media has led to damaging misinformation, fake news, stigmatisation and conspiracy theories. Fortunately, the salutary characteristics of the social media and the informational support mechanisms with which they produce social safety valves; are a strong basis for curbing the pandemic too. Based on this construct, we examine the attributes of the social media that make them expedient for the communication of Covid-19 for ease of understanding. We deliberate on Facebook as a platform amenable to the strategic digital communication of Covid-19. Illustrations are taken from screenshots of Facebook users in Nigeria and Bangladesh. Some of the identified strategies include support for preventive measures, focus on solutions, countering false information, stance against finger pointing, stigmatisation, and scapegoats; use of scientific, evidence-based facts to allay fears, confronting conspiracy theories, dealing with pseudoscience, denials, and contrariness; among others.

**Keywords: Social Media,** **Social Support Construct**, **Discursive Review**, **Low-income Economies**