

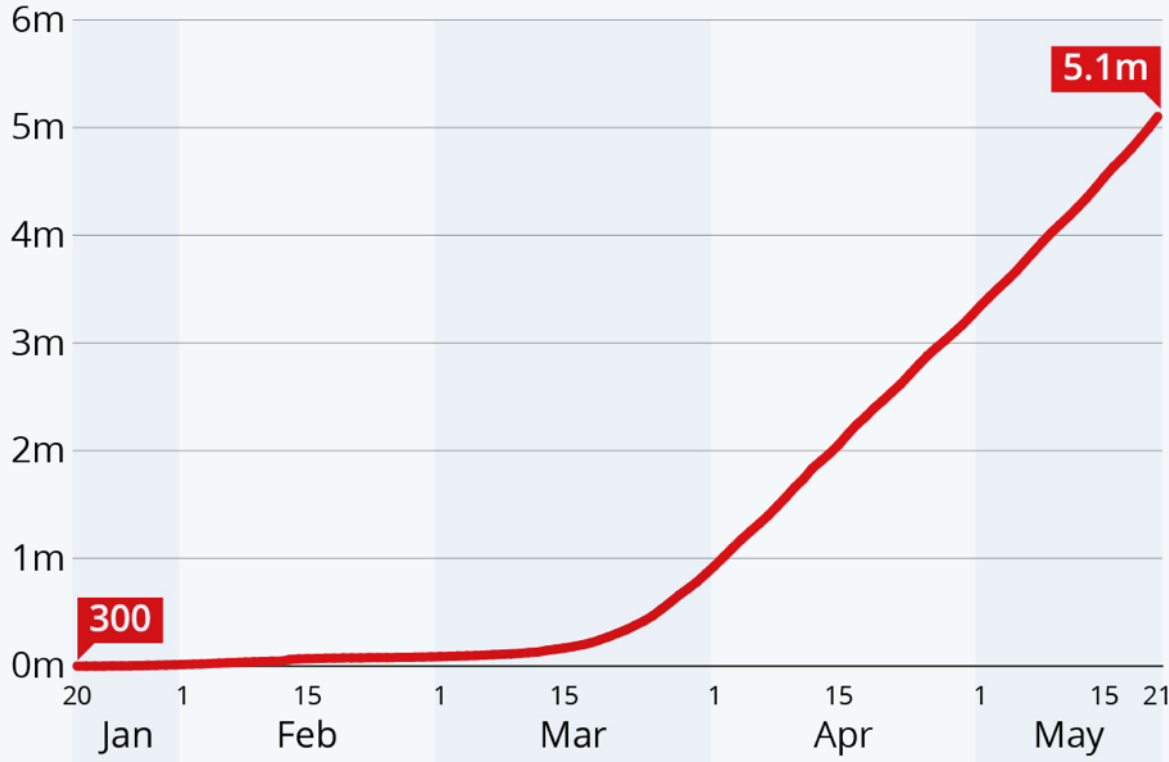
Social Networking in a Time of Social Distancing

Jerome (Jerry) Katz
Saint Louis University



Confirmed Coronavirus Cases

Total confirmed cases of the COVID-19 coronavirus in 2020



Rounded figures

Source: Johns Hopkins University



statista



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What a Semester!



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Social distancing at work

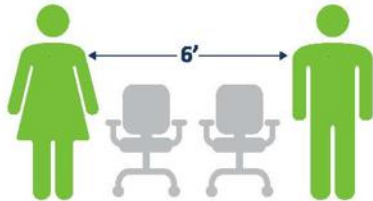
Slow the spread of COVID-19



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Attend meetings virtually when possible.



Allow for 6 feet of space per person.



Maintain sufficient spacing in meetings.



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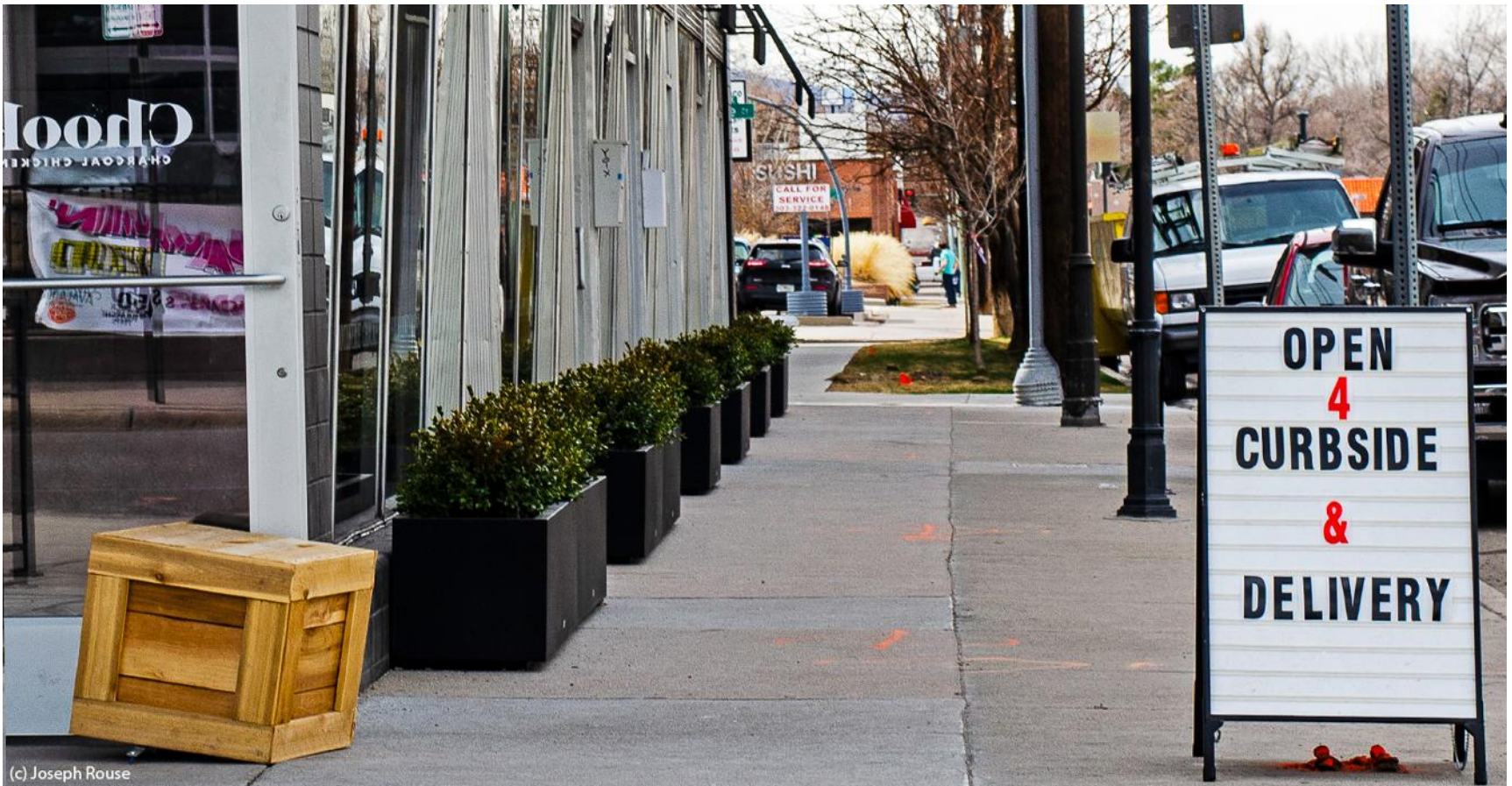


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(c) Joseph Rouse



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- sanitize hands
- 5 customers allowed
- social distance

If you prefer
CURBSIDE



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Four Outcomes



- Business & Store Completely Closed
 - Challenge: Stay in people’s minds
- Business Open, Store Closed; Moved Online
- Business Open, Store Closed - Curbside & Delivery
 - Challenge: Drive customers to site & sales
- Store & Business Open



Key?

Customer Knowledge



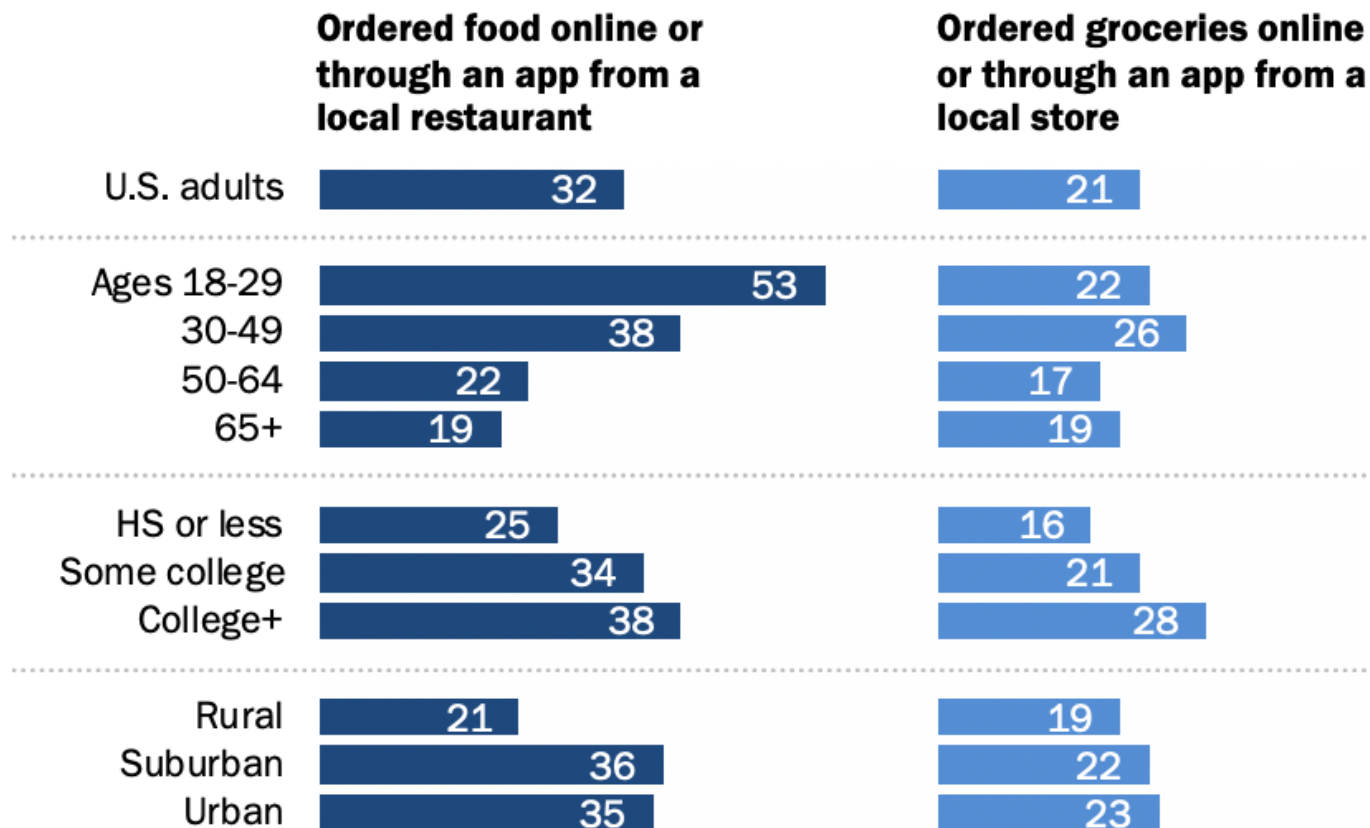
- They need to know
 - What you can do for them
 - Where, when and how you're open
 - What they can do for you
 - What together you can do
- Best place to turn? Your Internet media landscape
- Why?



53% of younger Americans say they've ordered from a restaurant online or through an app due to COVID-19

% of U.S. adults who say they have ___ as a result of the coronavirus outbreak

1: Lots
of
People
Are
Using It



Note: White and black adults include only non-Hispanics. Hispanics are of any race. Those who did not give an answer are not shown.

Source: Survey of U.S. adults conducted April 7-12, 2020.

1b: Lots of People Are Using It



Websites

Facebook.com

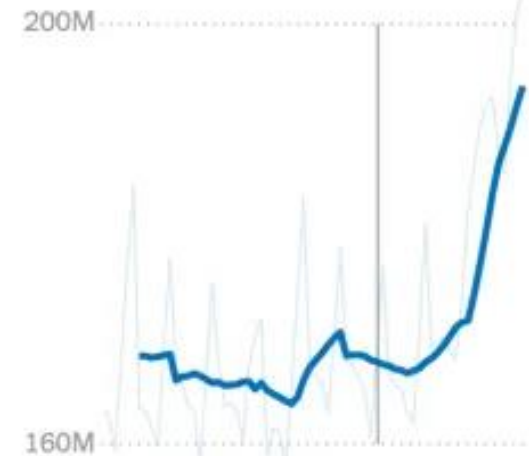
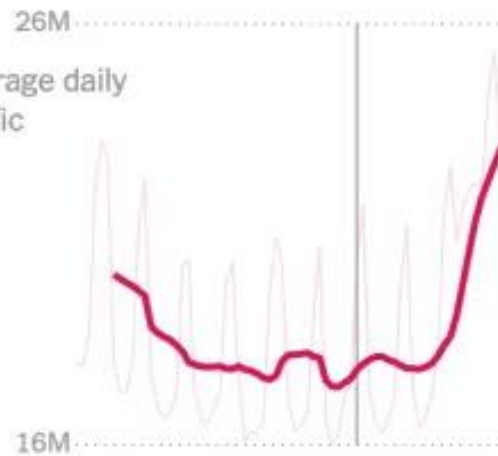
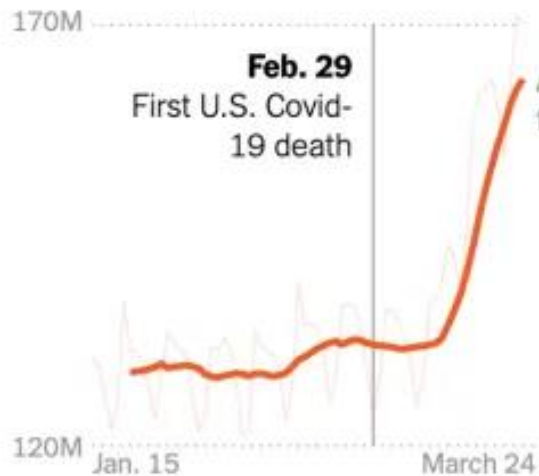
+27.0%

Netflix.com

+16.0%

YouTube.com

+15.3%



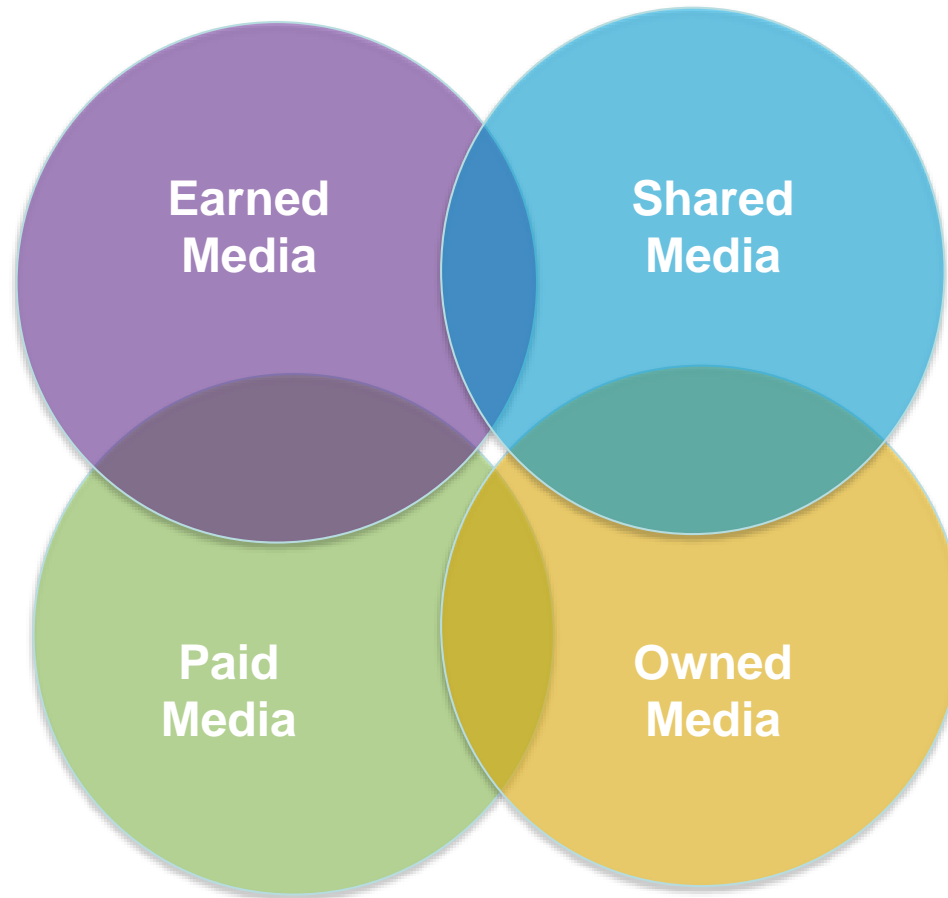
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2: You Own or Control A Lot of It



The PESO Model



PESO's Inventor: Gini Dietrich



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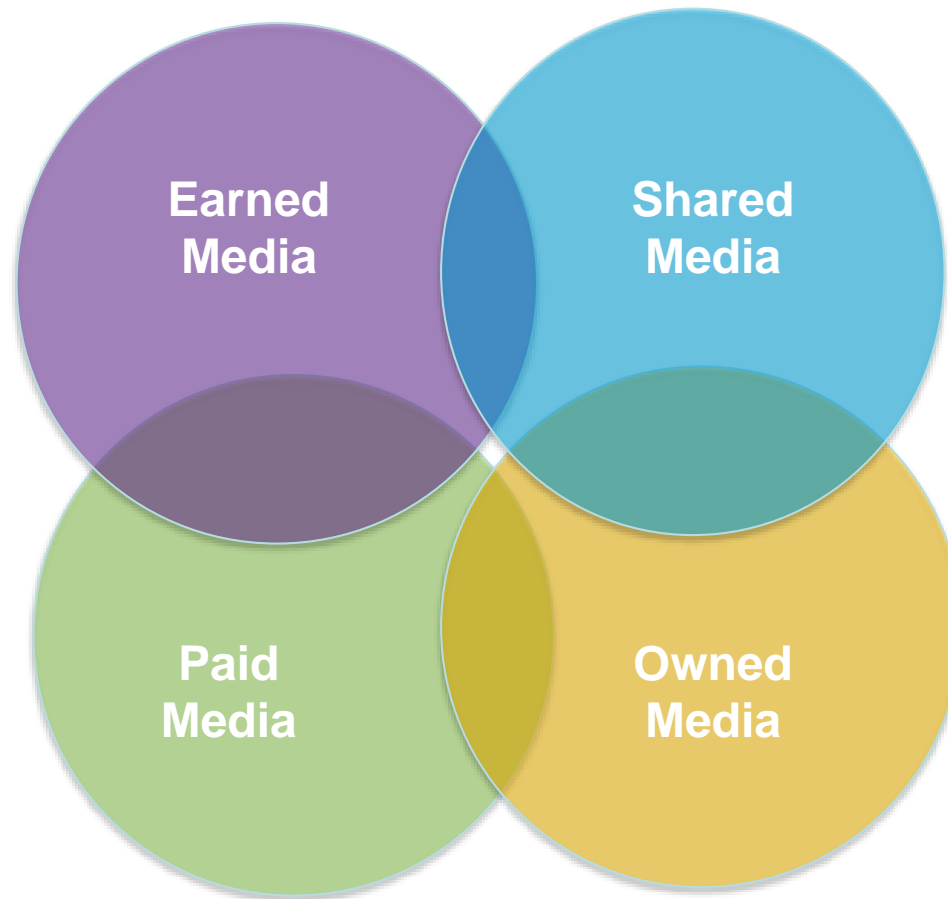
*All The Things You Used to Do
Don't Work Anymore!
GINI DIETRICH*



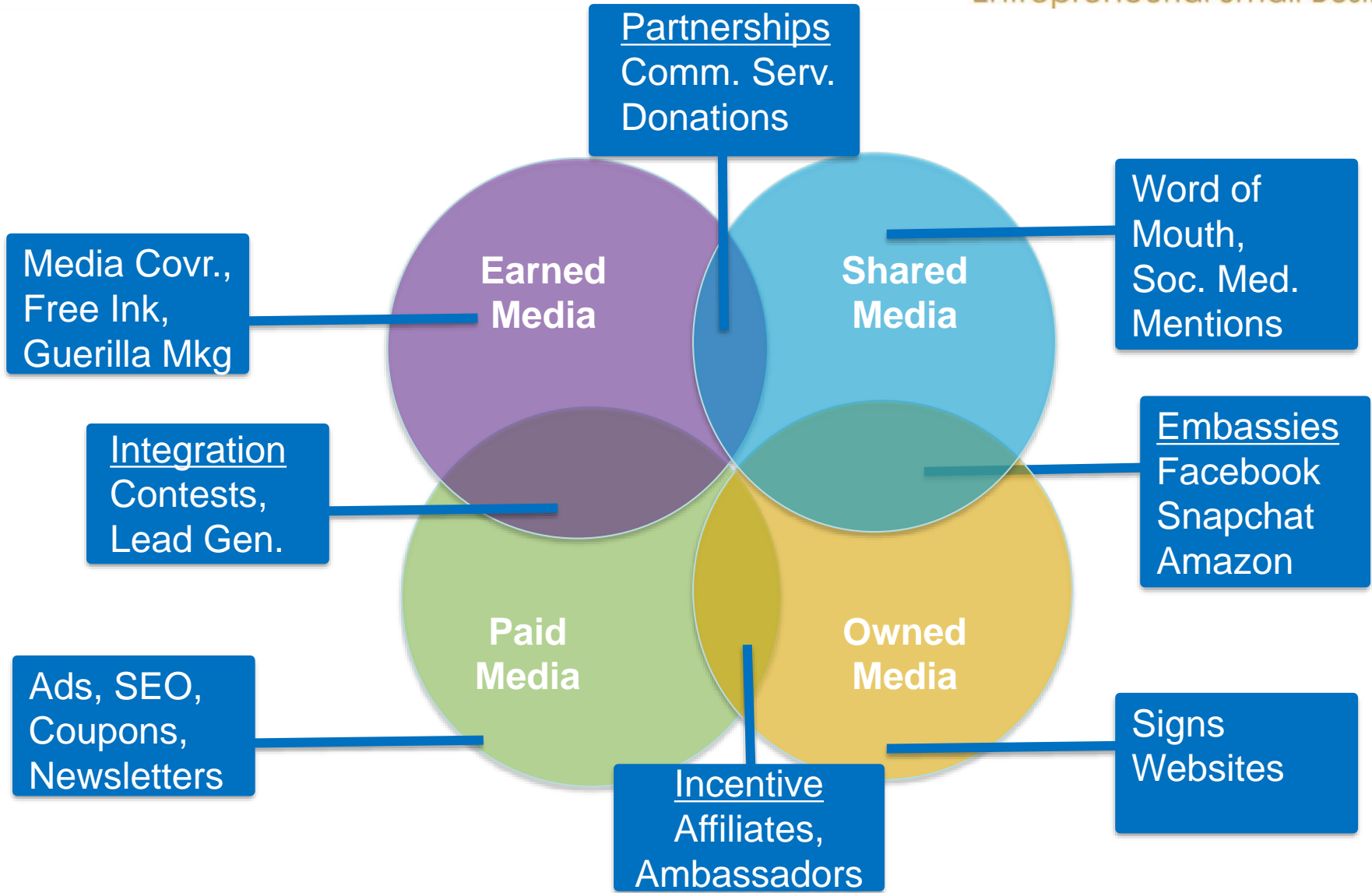
SPINSUCKS

Professional Development for PR and Marketing Pros

Getting the Word Out Via the PESO Model



Getting the Word Out Via the PESO Model



A STL Case Study Owned: Website



A STL Case Study Owned: Website



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[LOCATIONS](#)

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[ORDER NOW](#)

ORDER PICKUP

ONLINE!

[ORDER NOW](#)



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Seoul Taco

@SeoulTaco



We're here to help you get through this with curbside pickup and delivery of all of your menu favorites plus meal kits and hospital crew donations — all available here: bit.ly/SeoulTacoOrder
[#InThisTogether](#) [#SeoulfortheCrew](#) [#SeoulTaco](#) [#StayHome](#)
[#STL](#)

 IG glennmadestudios



♡ 3 6:33 PM - May 13, 2020



 See Seoul Taco's other Tweets



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Embassy:
Twitter

Owned: Website – Updated!



HOME

MENU

CATERING

FOOD TRUCK

LOCATIONS

CONTACT

ORDER NOW

DONATIONS TO FEED ESSENTIAL CREWS

Sponsor meals to hospital workers, from \$10 to \$500.

DONATE





Seoul Taco @SeoulTaco · May 20

We might be apart but we can still make an impact. ❤️ Donate some #SeoulfortheCrew to your local frontline healthcare workers. #SeoulTaco

bit.ly/SeoulTacoOrder

#STL #StLouis #Chicago



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Embassy: Twitter - Updated



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Earned: Media Coverage



WHATS-COOKIN-IN-THE-LOU

'Food for the Frontlines' to feed 1 St. Louis health care worker for every \$10 donated

"The program will not only feed hungry providers, but also offer a much needed lifeline to local restaurants as they work to overcome state-wide dining restrictions"



HOME / DONATION

Food for the Frontlines

The COVID-19 pandemic is placing healthcare workers and other essential personnel on the frontlines. In response to this unprecedented

Shared: Directories



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CURBSIDE STL.

NEIGHBORHOODS RESTAURANTS ▾ RETAIL ▾ WELLNESS SERVICES ARTISTS CREATOR/MAKER FARM-TO-HOME CALENDAR

For The City



Support Businesses in Your Community

NEIGHBORHOODS

RESTAURANTS

FARM-TO-TABLE

RETAILERS

SERVICES

WELLNESS

ARTISTS

CREATORS/MAKERS



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Paid: Coupons



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GROUPON

Categories ▾

🔍 Search Groupon

📍 St Louis

Local > Missouri > Ferguson > Food & Drink > Restaurants > Cafes



Seoul Taco

📍 Saint Louis Ave, Saint Louis, MO 63135 [Directions](#)

📞 +13145178916

The Full PESO Model



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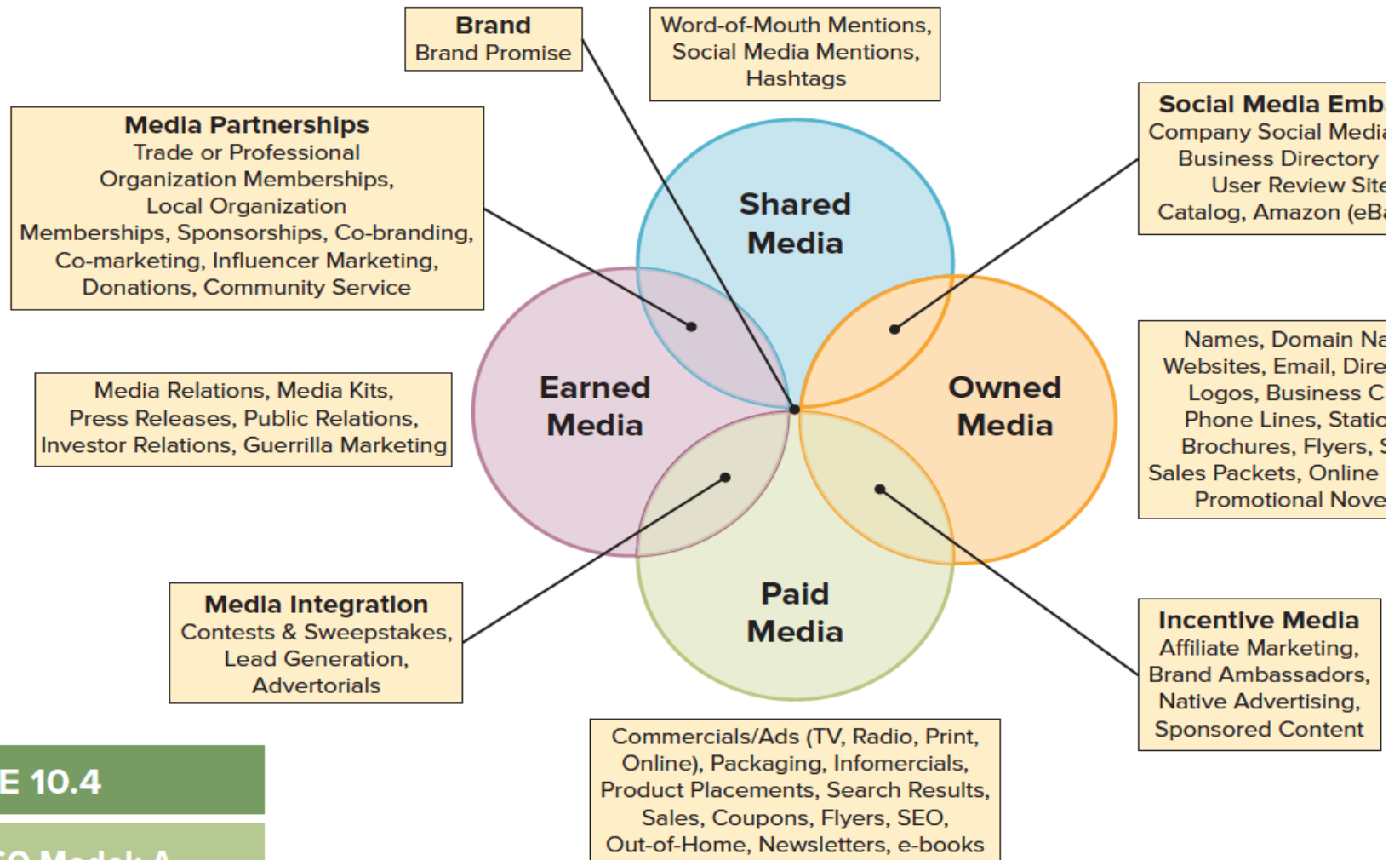


FIGURE 10.4

The PESO Model: A

Ideas Out There



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SHOW YOUR **SMALL BUSINESSES** LOVE TODAY.

SPEND LOCAL SAFELY.

Buy a gift card

Put an item on hold

Leave a review

Promote on social media

Shop over the phone

Shop online

Maintain subscriptions

#SUPPORTLOCALSAFELY



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Cool Pivots



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SHARE THIS →



ENTERPRISE

You can get your groceries from one of these St. Louis area restaurants

May 6, 2020  0



Restaurants that are selling groceries during the coronavirus crisis.

To add your restaurant: tinyurl.com/yak4bkl7

To update: email abertrand@post-dispatch.com

More restaurant news: stltoday.com/offthemenue

Other Services From STL Reaturants



- Catering deliveries to at-home workers
- Grocery deliveries to at-home workers
- Party deliveries with Zoom rooms
- Daily kids' stories to give parents breaks
- Organizing partnerships with key local charities, first responders, other firms



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And It's Up and Down the Supply Chain!



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Thoughts



- Being closed isn't what it used to be!
- Open or closed, mindshare is key!
- Mindshare = Physical + online presences
- Right Now: Online > Physical
- Find social networking ways via PESO
- Don't let them forget you!



Questions?



- jerome.katz@slu.edu