

# Emerging Social Tactics: Restaurants & Coronavirus

## Overview:

Restaurants using the following messaging in social posts:

- Encouraging people to be safe and responsible. Showing hand sanitizer and washing stations right outside of entry ways.
- Communicating operating hours.
- Showing and talking about regular, deep cleaning efforts.
- Showing that they have moved tables and seating to be further apart (6 ft) through photos.
- Promoting delivery, curbside and drive-thru pick-up and gift certificates with graphics.
- Asking for support honestly. Consider using faces of owners and employees in video.

## Articles:

- [Running a Bar During a Pandemic \(Eater\)](#)
- [Chronicling the Impact of Coronavirus on the Restaurant Industry in America \(Eater\)](#)
- [Dine out or eat in during the coronavirus crisis? Here's what public health and food safety experts say \(USA Today\)](#)

## Posts to Reference:




Reporting in from [@WCKitchen](#) in San Francisco as we plate up tonight's hot meal of jambalaya prepared by Chef Elsa! Grateful to [@bamco](#) [@usfca](#) [@USFoods](#) for their support....Partnerships are how we will respond to the coronavirus crisis! We are in this together!


[#ChefsForAmerica](#)



2:26 PM · Mar 12, 2020 · [Twitter for iPhone](#)








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republiquela In light of the current situation, the well-being of our staff and guests is our top priority. To keep yourself and others healthy, we are taking extra steps to be vigilant. This includes substantially increasing our cleaning and sanitation standards, and strictly enforcing handwashing protocols amongst employees.

For the safety of everyone's well-being, we ask that if you or someone in your household is sick, please refrain from entering the restaurant. We remain OPEN and look forward to serving our guests. The health and safety of our guests and employees are of utmost importance to us. We will take the necessary measures to respond to the situation accordingly.

**578 likes**

10 HOURS AGO

Add a comment...

[Post](#)

- 

**Onye Nkuzi** @cchukudebelu · Mar 6

Went to a fast food **restaurant** in Lagos yesterday, there was somebody at the door with hand wash gel. You had to apply it before you were allowed in.

I think Nigerians are very proactive about this **Corona Virus** thing - because we don't have a healthcare system to fall back on.

 40
 310
 922

- 

**Bradford Pearson**  @BradfordPearson · Mar 6

An easy way to **support restaurants** (and salons, bars, bookstores, etc.) affected by coronavirus fears is to buy a gift certificate. It helps cash flow and you can use it months from now when things settle down.

 10
 126
 367




**Dockland** @docklandcork · Mar 11

Our new **restaurant** layout, we have removed so tables to allow for extra space between tables. [#shoplocal](#) [#KeepSmiling](#)  
[#supportyourlocalbusinesses](#) [#coronavirus](#)



3

19

83



**Naomi Tomky**  @gastrognome · 20h

This is **coronavirus**: One of Seattle's top **restaurants**, Canlis, is temporarily no longer a fine dining **restaurant** as of Monday, pivoting to drive-thru burger joint, pop-up bagel shop, and at-home dinner delivery service.

16

69

276





Canlis is at Canlis.

20 hrs · Seattle, WA · 🌐

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Starting Monday we will close our restaurant and open three in its place: a breakfast bagel shed, a burger drive-thru for lunch, and a family meal dinner delivery service.

Fine dining is not what Seattle needs right now. Instead, this is one idea for safely creating jobs for our employees while serving as much of the city as we can.

[Canlis.com](https://canlis.com) for all the details. We've got this, Seattle.

[#WeGotThisSeattle](#)

@ Canlis

Time's are  
changing and  
so are we.  
For now.

We're shutting down our  
dining room and bringing the  
food out to you.





In response to the current health concerns of the spread of COVID-19, limited reservations will be available due to social distancing. We have reduced our table count by 50% to accommodate a 6 ft minimum between each table so that guests and staff can feel comfortable in a healthy environment. The Plumed Horse greatly appreciates your patience and understanding at this time.



# PLUMED HORSE

