



# **THE AFTERMATH OF SOCIAL DISTANCING**

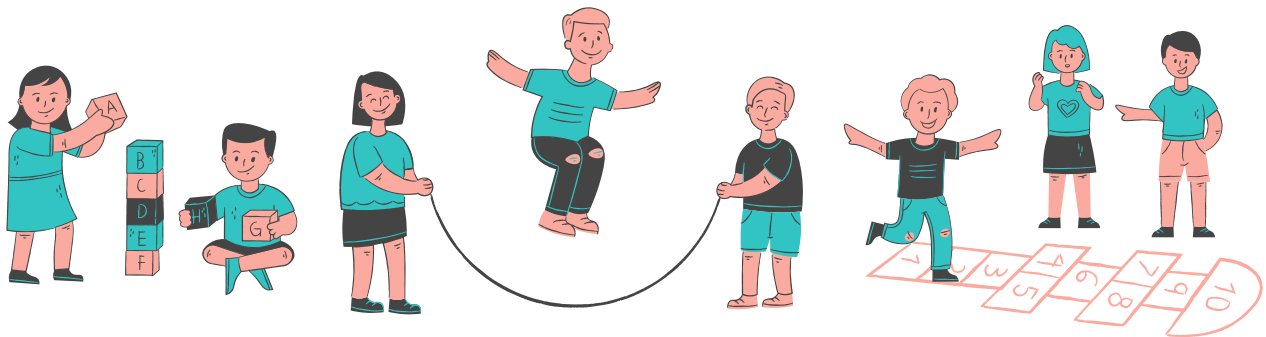
It did more than put  
stickers out by the cash  
registers.

# GROUNDING WITH DATA

NEWS BRIEF: THE AFTERMATH OF SOCIAL DISTANCING

The pandemic made it tough—read: dangerous—to gather. Events were postponed or canceled. Fellow hobbyists and identity-based affinities (scouts, etc.) were segregated. Routine activities were disrupted. Group recreation was restricted.

The result: chronic lack of socialization. The pandemic took away more than friendly hangouts and the practice of social skills. Social gathering is key to physical and psychological health. Working and enjoying time with others activates biochemical processes important for child development.



Patti can connect you with our experts in demographics research. One of our services is helping to keep track of target audiences to know how to reach and serve them best. Young customers and employees need to be treated differently than prior generations. Get onto her calendar now before it books up!

## Consider potential effects on Gen Z as employees:

Misunderstandings of the scope of projects or work duties, irritability between coworkers, prioritizing secure environments, difficulty with work-life separation and balance, and inattentiveness during meetings.

- Work needs to be a place where someone looks forward to going.

**GENERATION Z'ERS (GEN Z: MIDDLE SCHOOL TO EARLY PROFESSIONALS) REPORT HIGHER RATES OF ANXIETY, DEPRESSION, AND DISTRESS THAN ANY OTHER AGE GROUP**



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NEWS BRIEF: THE AFTERMATH OF SOCIAL DISTANCING

## Consider potential effects on Gen Z in the public:

May need extra time and clear information to make purchase/engagement decisions, increased distractibility online, changes in how peer-to-peer marketing works, prioritizing trust, and sensitivity to consumer experience (watch out for “Karens” as Gen Z gets older!).

- Messaging needs to be clear, direct, and authentic. Traditional corporate marketing does not work as well. Get creative to capture attention.
- Engagement opportunities (“click here to learn more,” etc.) must be user-friendly and trustworthy. Content is glossed over rapidly and not viewed in its entirety.
- Take advantage of customer reviews and web-based information sources like Yelp and Google. A clean online presence can be critical—bad news travels fast on broadband.



There are a lot of ways to keep up with an ever-changing world. Reach out to [patti@groundedwithdata.com](mailto:patti@groundedwithdata.com); she can help. Get onto her calendar now before it books up!

[Click here to see the full report and other news briefs on the topic!](#)

## **DID YOU KNOW?**

GROUNDING WITH DATA SPECIALIZES IN KEEPING TRACK OF WHAT'S HAPPENING IN THE WORLD SO MANAGERS CAN FOCUS ON RUNNING THEIR ORGANIZATIONS. BEFORE YOU CHECK YOUR NEXT EMAIL, ASK PATTI HOW WE CAN SAVE YOU TIME AND MONEY.

***WHEN WAS THE LAST TIME YOU CHECKED IN WITH YOUR AUDIENCE?***