Impact of Coronavirus on Coles-A Role Played by Facebook

Annotated Bibliography

Name

Class

Date

writingsol.com

Larkin, I. (2020). ***The Facebook Group Creating A "Kindness Pandemic" Amid COVID-19.*** **Marie Claire. Retrieved from https://www.marieclaire.com.au/covid-19-coronavirus-the-kindness-pandemic-facebook-group**

In an article, “The Facebook Group Creating A "Kindness Pandemic" Amid COVID-19” it has been demonstrated by Isobel Larkin that a group with a name of “The Kindness Pandemic” has been developed by Facebook for chronicling numerous acts of kindness in COVID-19 crisis. The act has been promoted by Facebook to prompt the customers of Coles to donate different items to the needy and people during the crisis. It has been illustrated with the help of an example in which a Coles’s customer tells a story of doing a little shopping at Coles in Braybook. When he reached to the counter, the girl behind the counter asked the customer if he intends to buy all of the food items for the morning breaks of staff at Coles (Larkin, 2020). At the back end, it was the “Kindness Pandemic” that urged consumers to purchase different necessity items for the other people working out during the pandemic.

Hockaday, J. (2020). ***Toilet roll selling at outrageous prices as coronavirus hysteria causes shortages.*** **Retrieved from https://metro.co.uk/2020/03/03/toilet-rolls-sold-online-thousands-coronavirus-hysteria-causes-shortages-12341504/**

In the article, “Toilet roll selling at outrageous prices as coronavirus hysteria causes shortages”, written by James Hockaday, it has become evident that Facebook has played an important role in showing the empty shelves and higher prices being charged by stock pills for products of different brands such as Coles. In one of the pictures posted on Facebook, it has been showed that shelves of supermarkets such as Coles have been entirely stripped of the toilet papers. In Australia, the online toilet papers have been sold for AU$1,000,000 (£51, 3912). One chancer on the Facebook page of Sydney’s marketplace attempted to sell one sheet as completely new for

writingsol.com

£514. In such situations, an important role has been played by social media sites such as Facebook to expose people who are involved in selling items for higher prices (Hockaday, 2020). Such trend has emptied the shelves of Coles and people are no longer able to access households items.

Paine, H. (2020). ***Coronavirus: Video of Coles employee pushed to limit emerges as supermarkets react to 'unacceptable' violence.*** **News.com. Retrieved from https://www.news.com.au/lifestyle/health/health-problems/coronavirus-video-of-coles-employee-pushed-to-limit-emerges-as-supermarkets-react-to-unacceptable-violence/news-story/2ce2ef6d59ac91c66e80599cfecd11fd**

In the article "Coronavirus: Video of Coles employee pushed to limit emerges as supermarkets react to 'unacceptable' violence", the Facebook has circulated the footage of interaction between a worker and a customer at Coles. Inside the supermarket, the stoush over the toilet paper had emerge in the footage provided by Facebook. The conflict mainly happened between a customer and an employee of Coles. Facebook promoted the incident with a message that how important steps have been taken by Coles in protecting its staff members from abusive shoppers. The video was shared on the Facebook page of Cole, where female worker was found to be standing on a pallet providing toilet paper to consumers. The requests were refused by male customers and employee providing the toilet paper was continuously badgered by him (Paine, 2020). Through Facebook, a message was delivered to customers that Coles suppliers and team members are putting up all of their efforts to make product deliveries possible.

writingsol.com

Aldi mums react to virus 'madness'. **(2020). The Chronicle. Retrieved from https://www.thechronicle.com.au/news/aldi-mums-react-to-virus-madness/3958244/**

In the article, "Aldi mums react to virus 'madness'" Shireen Khalil stated that Facebook has provided a platform to users to share their problems during Coronavirus outbreak. Facebook has been full of various pictures of empty shelves in the Coles, where customers have started going panic during the global outbreak of coronavirus. The outrages people are showing anger over the acute shortage of household items such as baby milk formula, toothpaste, and toilet paper in retail outlets of Australia such as Aldi, Woolworths and Coles. Facebook allowed customers to develop a Facebook group in which one woman from "Aldi Mums" raised a question "What is wrong with people?" as two pictures of empty Coles shelves were posted by the lady. However, Coles have requested customers not to get panic because they are making efforts to improve their deliveries on famous household products (The Chronicle, 2020). Hence, Facebook is a platform that is urged at creating awareness about the shortage of products at Coles.

New resource from Facebook to help small businesses manage impact of COVID-19. **(2020). Australian Retailers Association. Retrieved from https://blog.retail.org.au/newsandinsights/new-resource-from-facebook-to-help-small-businesses-manage-impact-of-covid-19**

In the article, "New resource from Facebook to help small businesses manage impact of COVID-19", it has been reported by Australian Retailers Association that unexpected challenges have been created by coronavirus for a large number of businesses such as Coles. While keeping in view the entire situation, the development of a Business Resource Hub has been announced to be developed by Facebook to support activities of businesses that are indirectly or directly impacted by the coronavirus. In the Hub developed by Facebook, the necessary recommendations and

writingsol.com

resources have been featured by Hub to provide necessary assistance to businesses like Coles to keep their business on track and stay connected with customers. It is also focused on easy and quick access to accurate and credible information about coronavirus to aid communities and small businesses in stay informed about the situations arising as a result of coronavirus outbreak that stared in December 2019 (Australian Retailers Association, 2020).

Feiner, L. (2020). ***Facebook announces $100 million program for small businesses impacted by coronavirus.*** **CNBC. Retrieved from https://www.cnbc.com/2020/03/17/facebook-announces-program-for-small-businesses-impacted-by-covid-19.html**

In the article "Facebook announces $100 million program for small businesses impacted by coronavirus", it has been reported that a total of $100 million program has been announced by Facebook to assist businesses such as Coles to keep on selling its products across the country during COVID 19 pandemic. In a blog post, the grants were announced by Facebook in which it states that disruptions are being faced by large number of businesses and these disruptions have aroused as a result of global COVID 19 outbreak. It has been realized by Facebook that a small financial efforts can go a long way, so $100 million has been offered by Facebook in ad credits and cash grants to assist businesses in this time of challenge. It has been stated by Facebook that 30,000 eligible businesses can have an access to grants in approximately 30 states. The applications are going to be accepted by Facebook in next few weeks (Feiner, 2020).

McNally, G. (2020). ***Not all heroes wear capes, some hand out toilet paper.*** **The Daily Examiner. Retrieved from https://www.dailyexaminer.com.au/news/not-all-heroes-wear-capes-some-hand-out-toilet-pap/3975141/**

writingsol.com

In the article, “Not all heroes wear capes, some hand out toilet paper”, it has been reported that Facebook community pages have been used to share neighbor cards so that they could be popped into the letterboxes of vulnerable and elderly people. Support groups such as COVID 19 Mutual Aid groups on Facebook are emerging to share advice and help communities during pandemic. The Facebook group “The Kindness Pandemic” with a total of 30,000 members is making effort to ease anxiety for many people. Inspired by “The Kindness Pandemic” a customer shared a story in which he reported that he went to Coles along with his two friends during early hours for concession card holders and for seniors to assist them in searching carry bags, finding items and providing support in all possible ways. The customers help an elderly man by carrying his bags, which promoted a moment of humanity and connection during pandemic (McNally, 2020).

Butler, J. (2020). ***What Is Needed Most Is Not Toilet Paper, It's A Sense Of Community.*** **Retrieved from https://10daily.com.au/news/australia/a200316kabne/what-is-needed-most-is-not-toilet-paper-its-a-sense-of-community-20200316**

In the article, “What Is Needed Most Is Not Toilet Paper, It's A Sense Of Community", it has been demonstrated that various online community groups have created a sense of harmony for people across the globe. For example, Facebook has provided a platform for people to offer essential items, support or help to the people who have been hit hardest by COVID 19 outbreak. These groups are comprised of common individuals who are using social media platforms such as lies of Facebook to support the entire community. If an old individuals intends to purchase household items, the community members assist them in purchasing the items from Coles and other retail outlets. One of the resident of Melbourne has communicated in the group “Love Your Neighbour” that a large number of such groups have been developed across Adelaide, Melbourne

writingsol.com

and Sydney. These groups assist the victims of COVID 19 and trigger the growth of products at retail outlets such as Coles (Butler, 2020).

Facebook Funds $100M In Grants For SMBs Hurt By Coronavirus. **(2020). PYMNTS.com. Retrieved from https://www.pymnts.com/coronavirus/2020/facebook-funds-100m-in-grants-for-smbs/**

In the article, "Facebook Funds $100M In Grants For SMBs Hurt By Coronavirus", it has been reported that Facebook intend to provide necessary support to medium and small sized business to make their survival possible during the pandemic of coronavirus. It has offered grants of $100 million to 30,000 retail businesses and other companies in around 30 countries. Facebook's chief operating officer stated on one of the Facebook that Facebook is playing its role to play its role to addresses the biggest challenge faced by businesses such as Coles during COVID 19 outbreak. In order to provide continuous support and assistance, a total of $100 million in cash has been extended by Facebook, as well as advertising credits, to support eligible 30,000 business such as retailing business like Coles. The basic objective of the Facebook is to provide necessary support and help to companies in this unsettling and new environment created by COVID 19 (PYMNTS, 2020).

Blumenthal, E. (2020). ***Facebook gives $100M in grants, ads to small businesses hit by coronavirus.*** **Retrieved from https://www.cnet.com/news/facebook-investing-100-million-in-small-businesses-hit-by-coronavirus/**

In the article, "Facebook gives $100M in grants, ads to small businesses hit by coronavirus", it has been reported by Eli Blumenthal that small businesses have been praised by Sandberg, who called these businesses to be on the heartbeat of the different communities across globe. She

writingsol.com

further acknowledged that a large number of business have been pushed to alter their operations due to a respiratory diseases caused by a virus, named COVID 19. She further reported that extended crisis appearing as a result of COVID 19 would bring upon increased risks for small companies and to the survival of their employees and owners. In an effort to combat the crisis, the Facebook has allowed the grant program for small and medium business. The major goal of the grant program is to help businesses such as Coles with operating costs, connecting with customers and supporting employees during the COIVD 19 pandemic (Blumenthal, 2020).

writingsol.com

References

Aldi mums react to virus ‘madness’. (2020). The Chronicle. Retrieved from https://www.thechronicle.com.au/news/aldi-mums-react-to-virus-madness/3958244/

Blumenthal, E. (2020). Facebook gives $100M in grants, ads to small businesses hit by coronavirus. Retrieved from https://www.cnet.com/news/facebook-investing-100-million-in-small-businesses-hit-by-coronavirus/

Butler, J. (2020). What Is Needed Most Is Not Toilet Paper, It's A Sense Of Community. Retrieved from https://10daily.com.au/news/australia/a200316kabne/what-is-needed-most-is-not-toilet-paper-its-a-sense-of-community-20200316

Facebook Funds $100M In Grants For SMBs Hurt By Coronavirus. (2020). PYMNTS.com. Retrieved from https://www.pymnts.com/coronavirus/2020/facebook-funds-100m-in-grants-for-smbs/

Feiner, L. (2020). Facebook announces $100 million program for small businesses impacted by coronavirus. CNBC. Retrieved from https://www.cnbc.com/2020/03/17/facebook-announces-program-for-small-businesses-impacted-by-covid-19.html

Hockaday, J. (2020). Toilet roll selling at outrageous prices as coronavirus hysteria causes shortages. Retrieved from https://metro.co.uk/2020/03/03/toilet-rolls-sold-online-thousands-coronavirus-hysteria-causes-shortages-12341504/

Larkin, I. (2020). The Facebook Group Creating A "Kindness Pandemic" Amid COVID-19. Marie Claire. Retrieved from https://www.marieclaire.com.au/covid-19-coronavirus-the-kindness-pandemic-facebook-group

writingsol.com

McNally, G. (2020). Not all heroes wear capes, some hand out toilet paper. The Daily Examiner. Retrieved from https://www.dailyexaminer.com.au/news/not-all-heroes-wear-capes-some-hand-out-toilet-pap/3975141/

New resource from Facebook to help small businesses manage impact of COVID-19. (2020). Australian Retailers Association. Retrieved from https://blog.retail.org.au/newsandinsights/new-resource-from-facebook-to-help-small-businesses-manage-impact-of-covid-19

Paine, H. (2020). Coronavirus: Video of Coles employee pushed to limit emerges as supermarkets react to 'unacceptable' violence. News.com. Retrieved from https://www.news.com.au/lifestyle/health/health-problems/coronavirus-video-of-coles-employee-pushed-to-limit-emerges-as-supermarkets-react-to-unacceptable-violence/news-story/2ce2ef6d59ac91c66e80599cfecd11fd

writingsol.com