

Yelp's new feature lets users display whether a business implements safety practices or not

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Yelp launched a new feature that lets users give feedback on the safety practices a business may or may not be implementing related to the coronavirus pandemic.

Customers can only comment on whether a [business](#) consistently enforces social distancing and if its employees wear masks as part of the update. This feedback is displayed on a business's Yelp page under the "Health & Safety Measures" in the COVID-19 section.

"At this time, '[social distancing](#) enforced' and 'staff wears masks' are the only properties where detailed user feedback can be displayed because these are the health and [safety](#) precautions that can be most easily observed by customers," said Akhil Kuduvalli Ramesh, Yelp's head of consumer product, in a statement.

Several criteria must be met before the safety practices feedback is displayed. The business must receive several user responses with consensus from multiple users on these safety practices, and only Yelp users who are logged into their account may provide this feedback.

Only user responses received within the previous 28 days are counted. If a business has multiple locations or franchises, the feedback is only displayed on the page for the relevant location.

A green check mark will be displayed along with texts that read "Social distancing enforced according to most users" or "Staff wears masks according to most users" when the majority of responses from users confirm that these [safety measures](#) are being enforced.

When the response consensus is that the measures are not being enforced, an orange question mark will be displayed with text that reads, "Social distancing might not be enforced according to most users" or "Staff might not wear masks according to most users."

Users can provide feedback via survey questions or through the "Edit" icon at the top right of a business page's COVID-19 updates section.

Google Maps offers a similar feature when users search for restaurants and stores. A business can add to its description what [safety precautions](#) they are taking, such as if they require customers to wear masks and make reservations, if there's plexiglass onsite, or if their staff takes regular temperature checks.

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