1-25-2012

# Social Media Strategies During Disasters

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# Social Media Workshop
## Sponsored by DHS, SPAWAR &
### *St. Clair County*

# Social Media Strategies during Disasters

Presented by Laurie J. Van Leuven
January 25, 2012

# Laurie J. Van Leuven Background

➤ 12 years in Emergency Management

➤ 12 years in local government

➤ 6 years in Critical Infrastructure Protection

➤ 4 years public information

➤ Level III IMT – Planning Section Chief

➤ Naval Postgraduate School – Center for Homeland Defense and Security

➤ Appointed to FEMA as Fellow in Washington DC

➤ Situational Awareness Section – FEMA's NRCC

➤ Social Media Disaster Forum project for FEMA

# Today's Agenda

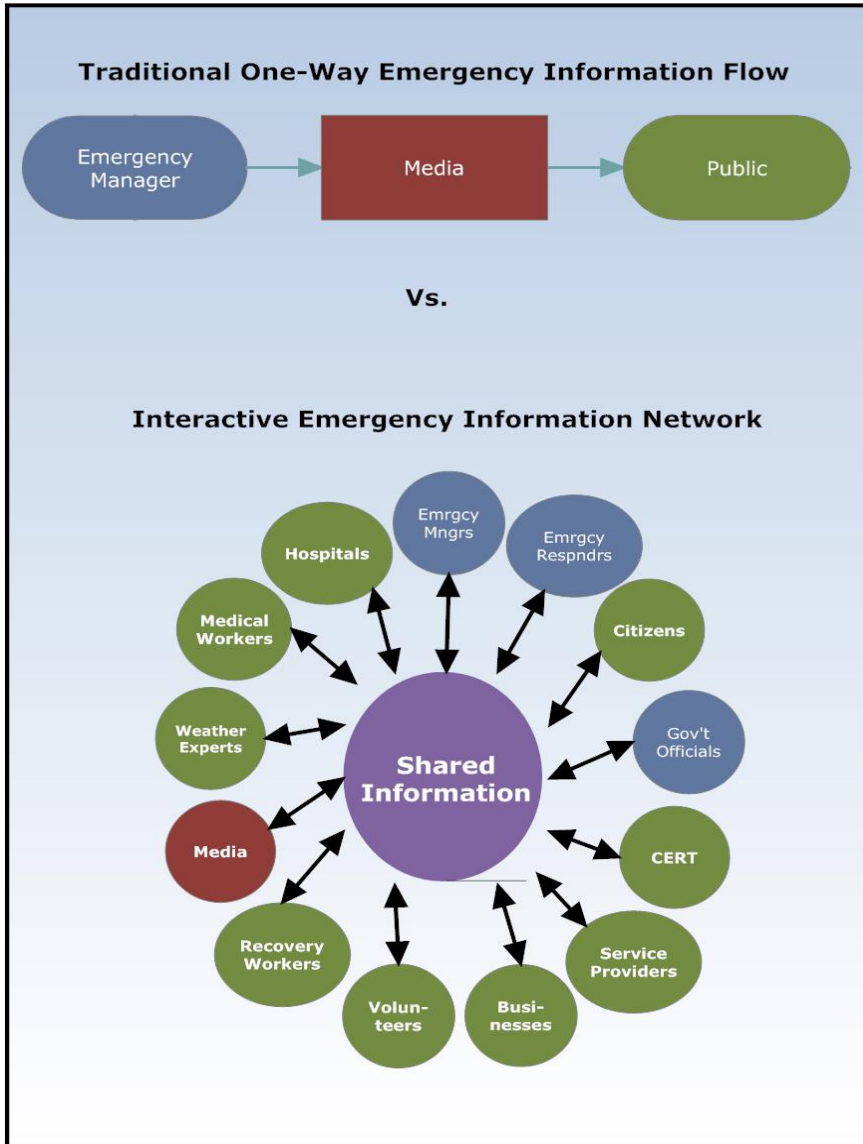| Time | Topic | Presenter |
|---|---|---|
| **9 a.m. – 9:15 a.m.** | **Welcome**<br>Introductions | *Jeff Friedland*<br>*Matt Snyder* |
| **9:15 a.m. – 10:45** | **Social Media during Emergencies**<br>Current Industry Practices<br>Value Proposition<br>Strategies and Tactics | *Laurie Van Leuven* |
| **10:45 – 11 a.m.** | **Break** | |
| **11 a.m. – 11:30 a.m.** | **Group Exercise**<br>Scenario Development | *All participants* |
| **11:30 a.m. – 12 p.m.** | **Lunch** | *All participants* |
| **12 p.m. – 12:30 p.m.** | **Incident Objectives**<br>What are your incident objectives?<br>What information does the public need?<br>What information does the public have to share? | *All participants* |
| **12:30 p.m. – 1:45 p.m.** | **Needs Assessment**<br>Current Capabilities and Tactics<br>Lessons Learned<br>Goals, Objectives, & Strategic Needs | *All participants* |
| **1:45 p.m. – 2 p.m.** | **Break** | |
| **2 p.m. – 2:45 p.m.** | **Next Steps**<br>Strategic Needs Prioritization | *All participants* |
| **2:45 p.m. – 3 p.m.** | **Wrap up** | *Jeff Friedland*<br>*Matt Snyder* |

# Whole Community = Resiliency



Traditional One-Way Emergency Information Flow

Emergency Manager → Media → Public

Vs.

Interactive Emergency Information Network

Shared Information: Emrgcy Mngrs, Emrgcy Respndrs, Citizens, Gov't Officials, CERT, Service Providers, Businesses, Volunteers, Recovery Workers, Media, Weather Experts, Medical Workers, Hospitals

➢ Traditional emergency info travels from one to many; P2P info travels rapidly from many to many

➢ Citizens are the true first responders - we need to leverage their capabilities

➢ The **Whole Community** wants to access and share emergency information

➢ Digital mediums and smartphones for information sharing and can empower citizens as sensors in the field
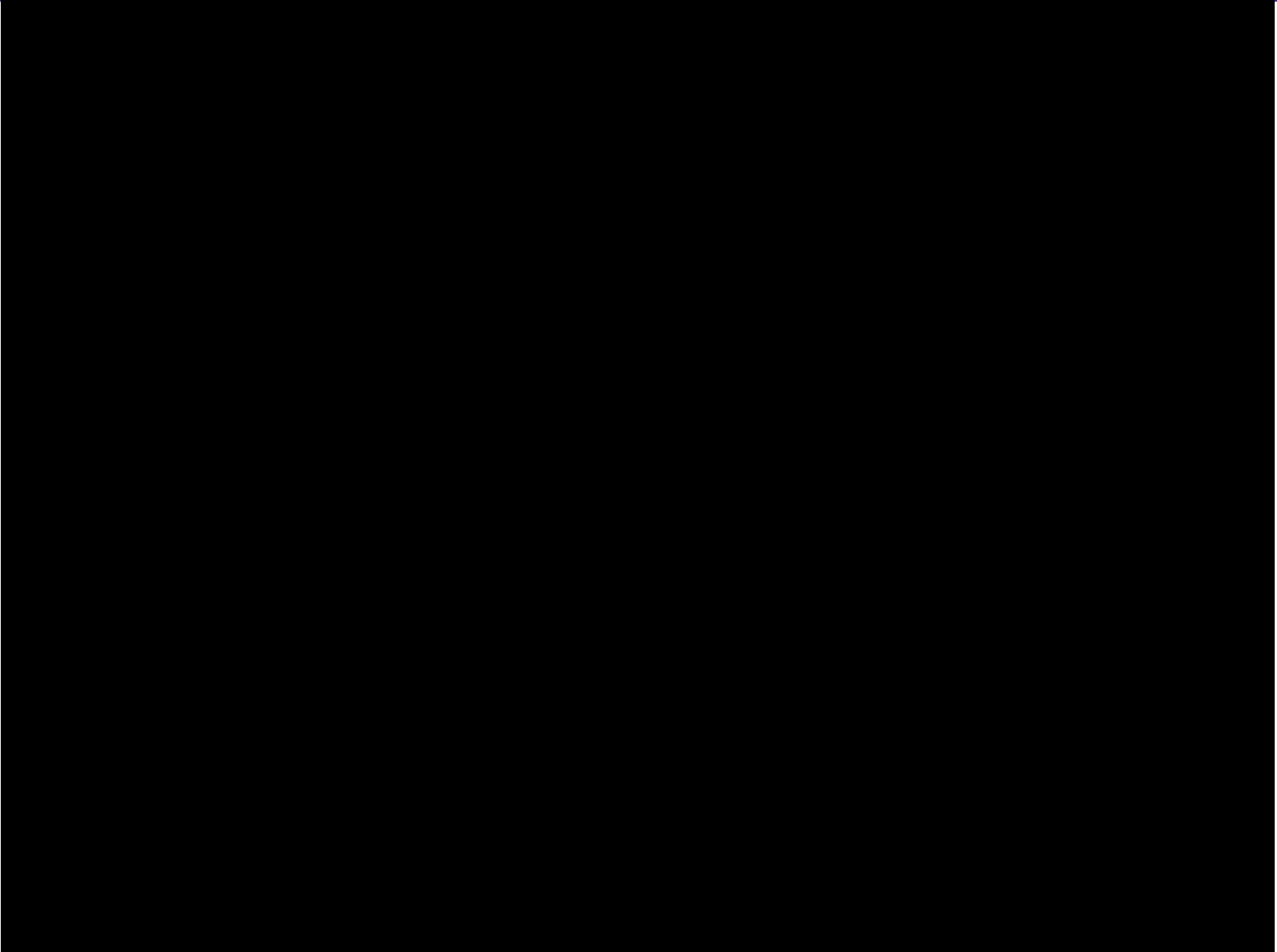
# Smartphones Changed the World

**Popular Mechanics**

TRY: Lawn Car...

AUTOMOTIVE | TECHNOLOGY | SCIENCE | HOME HOW-TO

Homepage / Technology / Gadgets / Gadget Reviews / 101 Gadgets That Changed The World

## 101 Gadgets That Changed The World

The alarm clock. The personal computer. The smartphone. The radio. You know the greatest gadgets of all time (and you've probably owned most of them), but which has changed the world more than any other? To make our list of 101, a gadget had to be something you could hold in your hands, mechanical or electronic, and a mass-produced personal item. The rest was up to the judges. Check out our selections, and watch the 101 Gadgets TV special on History, premiering June 15. Then, let the debate begin. Join our interactive chat and tell us what you think!

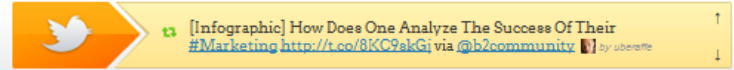BY THE EDITORS

+1  f Share  Like 17  Tweet 25

101 OF 101

### 1. Mobile/Smartphone

With origins tracing back to Finland and Japan in the '70s, mobile phones have fast become the most widely used gadgets in the world. The first billion units sold in 20 years, the second billion in four and the third billion in two. By the end of 2010, the subscription rate stood at 5 billion, or 75 percent of all people on earth. The tech leaped forward in 1983 with the Motorola DynaTAC 8000X, the first truly portable cellphone. The smartphone, with us since 2000, is now a pocket-size PC. Wireless and GPS- and multimedia-enabled, it facilitates instantaneous personal connections that make phone conversations seem like cave paintings. People of developing nations, even those without an electrical grid, can tap into the world's commerce and culture. After a scant 11 years of development, the device seems to have limitless potential.

View Larger   View Thumbnails   < BACK   NEXT >

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**B2C BUSINESS 2 COMMUNITY**

Coveo Insight Solutions Increase innovation and cut time to marke...
MIssion Energy by STULZ Temperature and humidity solutions for ...
Huffs Automotive Auto repair Chandler AZ Certified Master Techni...

Front Page | Social | Business | Tech | Lifestyle

[Infographic] How Does One Analyze The Success Of Their #Marketing http://t.co/8KC9skGj via @b2community by uberaffe

POPULAR TODAY IN NEWS:                           ALL POPULAR ARTICLES

Starbucks: Examining The Social Media Sentiment Of Coffee Lovers

Mitt Romney Is Getting Tired (Or Lazy) In Iowa!

Where Netflix Stands As A TV Net, 2012 Is The Year Of Social Curation, Chris Columbus's Kid Lit

## Smartphones Top History Channel's Top 101 Gadgets That Have Changed the World

TRENDS & NEWS   By Business 2 Community, Published June 15, 2011   16  Join the discussion!

Did you know that the transistor radio created rock and roll, or that the audiocassette overthrew the shah of Iran? From duct tape to the Swiss Army Knife, gadgets have transformed the way we live and have even changed history. These ingenious—and often pocket-sized—inventions have become every day essentials that we just can't live without.

To compile the list of the 101 All-Time Greatest Gadgets, The History Channel partnered with the editors of Popular Mechanics magazine. Together they assembled a panel of the world's most renowned tech gurus to create a definitive list of 101 Gadgets that Have Changed the World. Below is a look at the Top 10 Gadgets that have changed the world.

10. Light Bulb

9. Alarm Clock

8. Phonograph

7. Rotary Phone

6. Portable Air Conditioner

5. Personal Computers

4. Hypodermic Syringe

3. Television

2. Radio

1. Smartphone

What do you think? Which gadgets would make your top 10 list?

# Smartphone Adoption

- Steady increase in smartphone usage (not just phone calls anymore)
- 109 million U.S. users (46.7 percent) used mobile media in 2010 (+7.6%)
- 4 of the top 5 acquired devices in 2010 were smartphones
- Likely that future telecommunication vendors will only sell smartphones
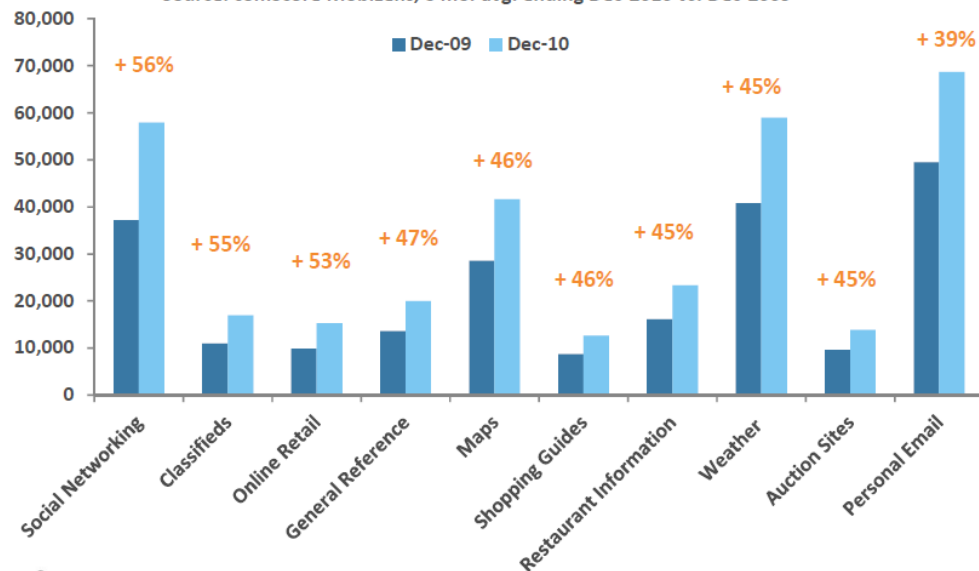- People using smartphones for social networking (+56%)

**% Composition of Smartphone Users by Age Segment**
Source: comScore, MobiLens, 3 mo. avg. ending Dec-2010
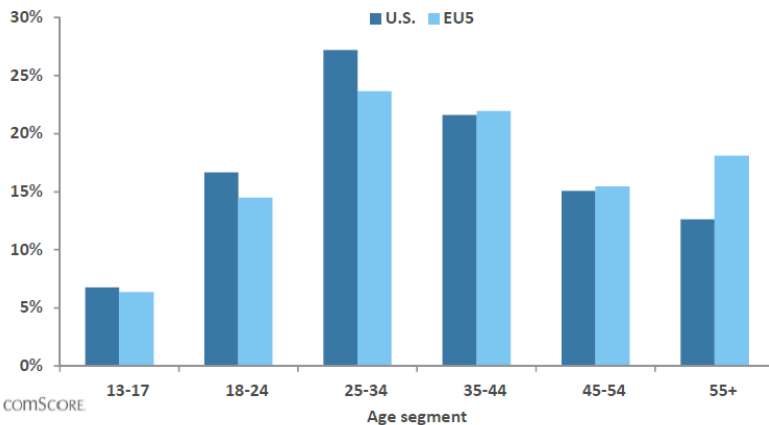
**Fastest Growing Mobile Categories in the U.S. by Total Audience (000)**
Source: comScore MobiLens, 3 mo. avg. ending Dec-2010 vs. Dec-2009

# Incidents, Public & Social Media

- Mississippi River Valley Flooding (May 2011) – Consolidated social media content
- Southeast Severe Storms /Tornadoes (April 2011) – Facebook
- **Japan Earthquake (March 2011) – YouTube videos**
- New Zealand Earthquake (Feb 2011) – eqviewer crisis mapping, mashups
- Political and Civil Unrest in the East (Iran Elections, Egypt) – Twitter and YouTube
- **Haiti Earthquake (Jan 2010) – Twitter, Mashups, crisis mapping**
- Times Square Bomb (May 2010) – Wikipedia
- Tennessee Flooding (May 2010) – YouTube, Flickr, Blogs, FB
- Gulf Oil Spill (May – July 2010) – Facebook, Flickr
- Iran Election Riots (June 2009) – State Dept  Request Twitter  Defer Maintenance
- **Plane crash on the Hudson (Jan 2009) – Twitter and Flickr**
- Australian County Fire Agency (Feb 2009) – Twitter, FB, Flickr, Google maps
- FDA recall of salmonella tainted pistachios (March 2009) – Twitter
- H1N1 Outbreak (May – Oct 2009 ) – Twitter, Flickr, widgets, apps, YouTube, RSS feeds
- Lakewood, WA Police Shooting and Ft. Hood Shootings (Nov 2009) – Twitter
- Mumbai terrorist attacks (Nov 2008)  - Twitter and blogs
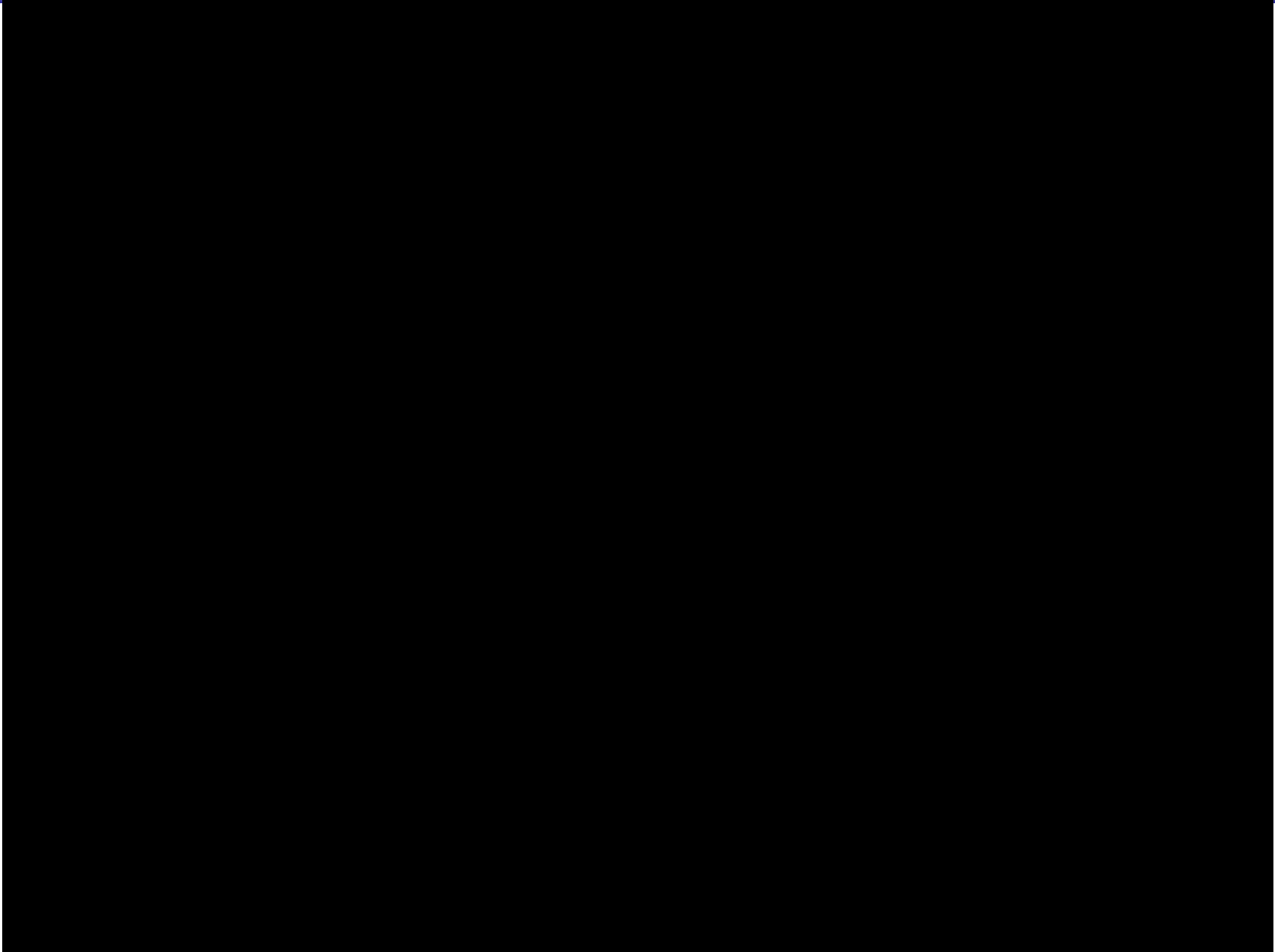
# Driver: Expectations are Rising



**More than two-thirds agree that response agencies should regularly monitor and respond to postings on their websites.**

Emergency response agencies should regularly monitor their websites and social media sites so they can respond promptly to any requests for help posted there — **69%**

I would feel that I should phone the agency to make sure they have seen the request — **59%**

Since this request for help is posted to the social media site of an emergency response organization, the organization is probably already acting on this request — **49%**

It's very likely that the emergency response organization doesn't even know about this request — **44%**

Imagine that you are on a social media site for an emergency response organization such as FEMA or the American Red Cross and you see a recent post that includes an urgent request for help. To what extent do you agree or disagree with the following statements? (Percentages indicate Strongly Agree and Agree)

13

**Three out of four would expect help to arrive within an hour**

Other, 9%

Less than 15 minutes, 28%

More than one hour, 16%

30 minutes to one hour, 19%

15-30 minutes, 27%
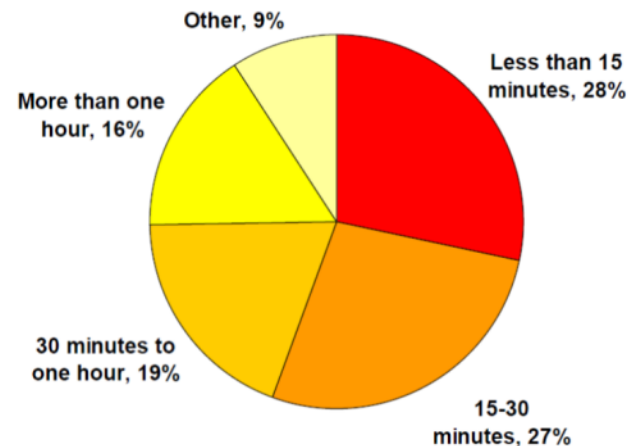
If you posted a request for help to a social media website, how long do you think it should reasonably take for help to arrive?

**American Red Cross**

14

http://www.redcross.org/www-files/Documents/pdf/other/SocialMediaSlideDeck.pdf

10

# Humanitarian Efforts: Digital Volunteers

# Scenario: Severe Storms

➢ Severe storms including dangerous winds and torrential rain has slammed many states in the northeast. Widespread damage has disrupted infrastructure and critical services to communities including power and utility outages.

➢ Emergency responders are overwhelmed with calls for assistance.

➢ The extent of damage to roadways is unclear, but many were damaged by floodwaters or are impassable due to flooding or debris.

➢ Roads and bridges that connect various communities have sustained significant damage and some communities are isolated.

➢ Railroad operations and other transportation and shipping systems are not able to operate.

➢ What are the best ways to alert and notify the public?

➢ How might smartphones and social media be leveraged to facilitate flood evacuation and long-term needs in the aftermath?
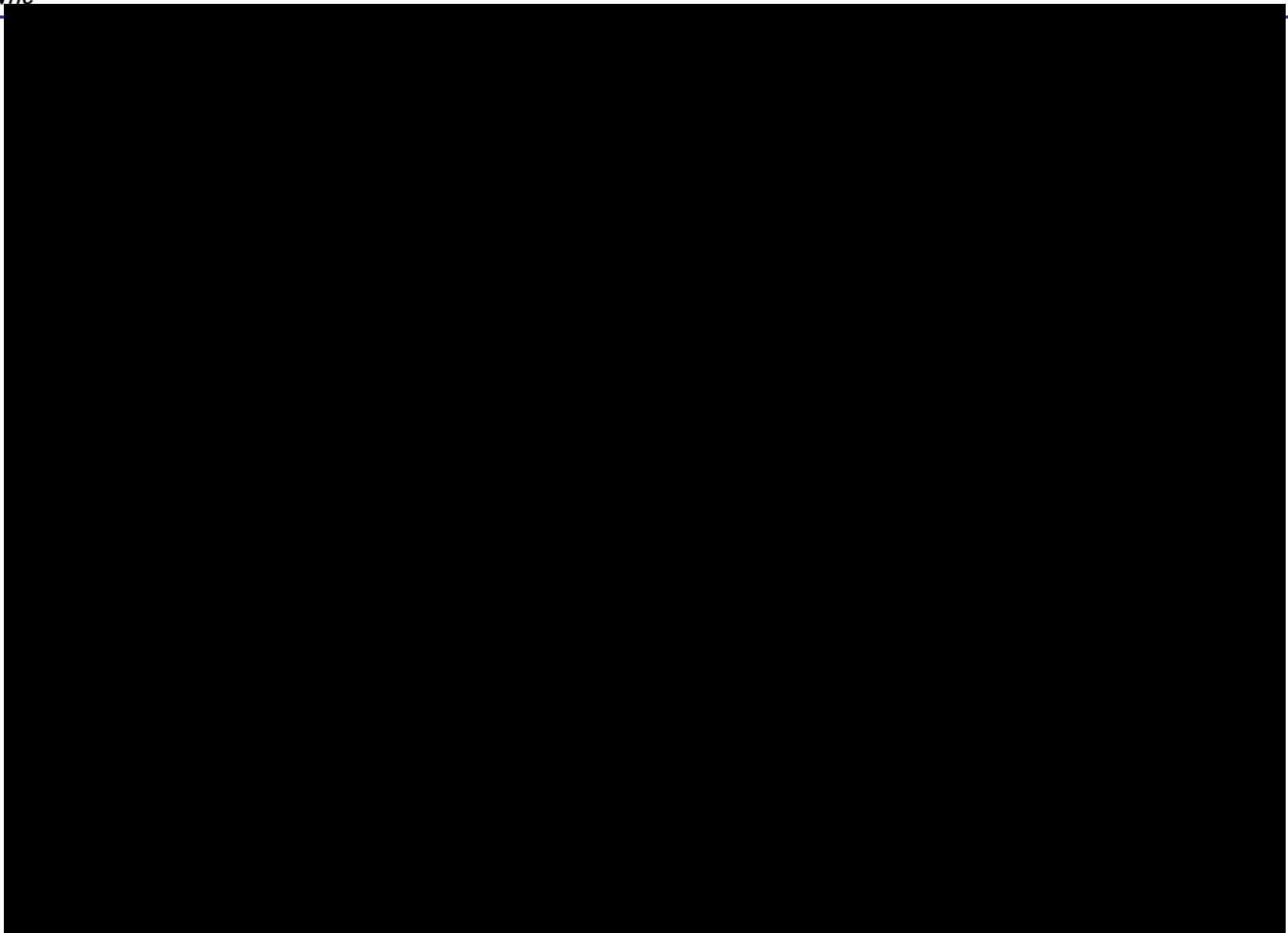
# Seymour Official Web Site



- News on Homepage links to PDF files
- Promote Facebook Page
- Promote Twitter Page

# Seymour FB Page Underutilized



- Not one mention of the storms or flooding on July 8, 2011.
- Not one mention of road closures, power outages, or response efforts.
- Not one mention of how to report damages.

Smart Practice includes multiple strategies to amplify your messages.

# Life Safety via Access to Information

➢ Situational Awareness is critical for decision-making

➢ Many sources of information converging at same time

➢ Emergency managers cannot "control" all information exchanges

➢ No existing National Strategy

**First hand knowledge**

**Official Government Info**

**Sirens / Alerts**

**Emerg Personnel**

**Situational Awareness**

**Word of mouth**

**Broadcast Media**

**Outdialers**

**Opt in Text Alerts**

**Official Government Info**

**Local**
- Public Safety
- Emergency Mngrs
- Transportation
- Utilities
- NGOs

**Regional**
- Public Safety
- Emergency Mngrs
- Transportation
- Critical Services

**National**
- FEMA
- DHS
- NWS, NOAA
- Coast Guard

**SPAWAR**
Systems Center
ATLANTIC

# Emergency Communication Tools

- Not an all or nothing approach

- Existing tools still valid

- Social media adds new options with different strengths to the mix

- Best for providing interactive exchanges, supporting dialogue, sharing of multimedia information

- This is not an exhaustive list – more tools come online all the time

| Emergency Communication Tool | Description | Interactive | SA for EM | SA for Public | Visual | Dialogue | Distribute |
|---|---|---|---|---|---|---|---|
| Ning Community | An online platform for people and organizations to create custom social networks | X | X | X | X | X | |
| Crisis Maps (Mashups) | An interactive display of dynamically geocoded data sets | X | X | X | X | | |
| Flickr | View, upload and share digital photos | X | X | X | X | | |
| Wikis | Web site that allows users to add, delete, or revise content | X | X | X | | X | |
| Twitter | Send and receive alerts, warnings, and situational info in real time | X | X | X | | | X |
| Discussion Threads | Effort to increase public access to ongoing dialogue | X | X | | | X | |
| Community Meetings | Face-to-face forum for less immediate concerns facing a neighborhood or community | X | | X | | X | |
| Facebook | Quick exchange of info among users who are connected to each other's networks | X | | X | | X | |
| Google+ | Social networking competitor to Facebook leveraging existing Google aps | X | | X | | X | |
| Face-to-Face | Door knocking, bullhorns or traffic guides with real time instructions to impacted public | X | | X | | | X |
| 9 1 1 Calls | Emergency telephone number used by public to report and request an emergency response | X | X | | | | |
| LinkedIn | Business related social networking site | X | | | | | |
| YouTube | Watch videos of incident, damages, and response and recovery efforts | | X | X | X | | |
| Web Site Updates | Digital information posted on an angency's web page | | | X | X | | |
| Blogs | A web log of author's observations and opinions and viewer comments | | X | X | | X | |
| Emergency Alert System | Alert disseminated over broadcast media for public notification of an emergency situation | | | X | | | X |
| News Releases | An official statement prepared and issued to the media | | | X | | | X |
| Opt in Text Alerts / Emails | Allows for distribution of information via email or cell phone to receipients who have opted in | | | X | | | X |
| Outdialing Phone Messages | Prerecorded info via telephone in a defined geographic area | | | X | | | X |
| Press Conference | Prearranged interview with news reporters | | | X | | | X |
| Community Bulliten Boards | Physical signage system used to post updates and information for community members | | | X | | | |
| Sirens | Loud, audible alert system to signal an emergency within a physical proximity | | | | | | X |

*SA = Situational Awareness

# Current Tactics: Too Much Clutter



- ➢ Social media reports accumulate rapidly

- ➢ Too many sources

- ➢ Difficult to absorb, verify & assess

- ➢ Who to listen to?
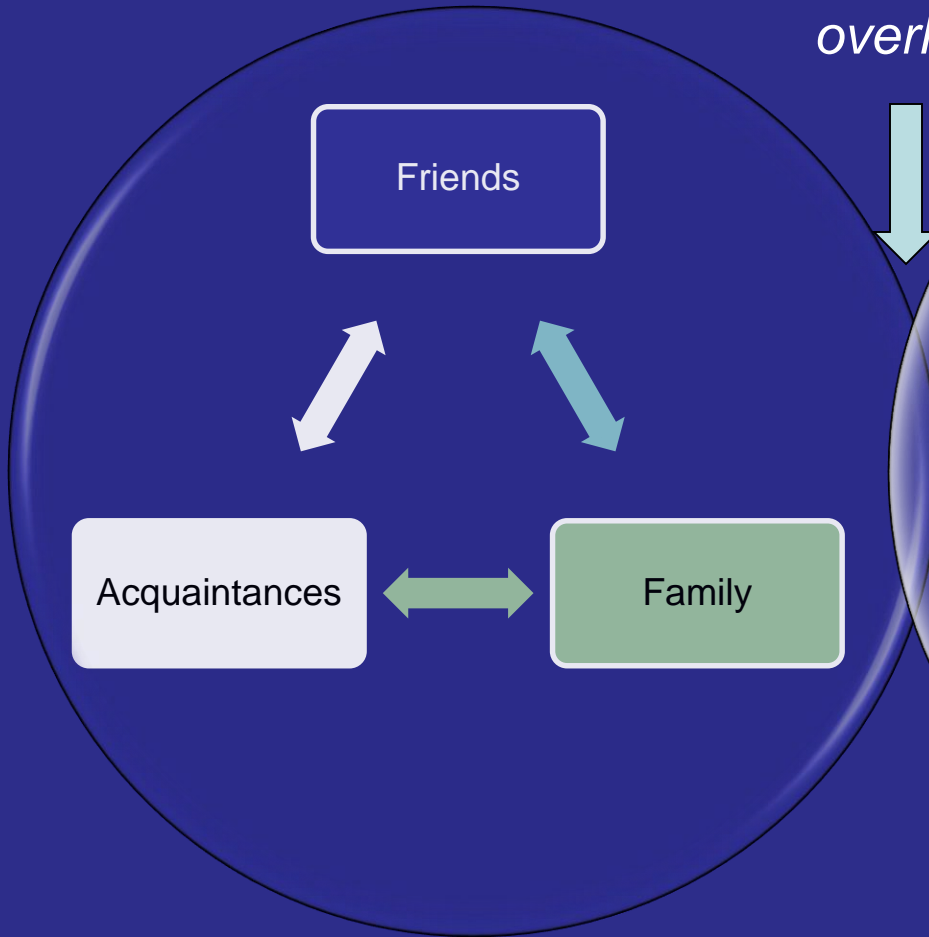
- ➢ Which actions to follow?

- Sporadic participation
- Incomprehensive chatter
- Lack of consistency

# Information Exchange Limitations
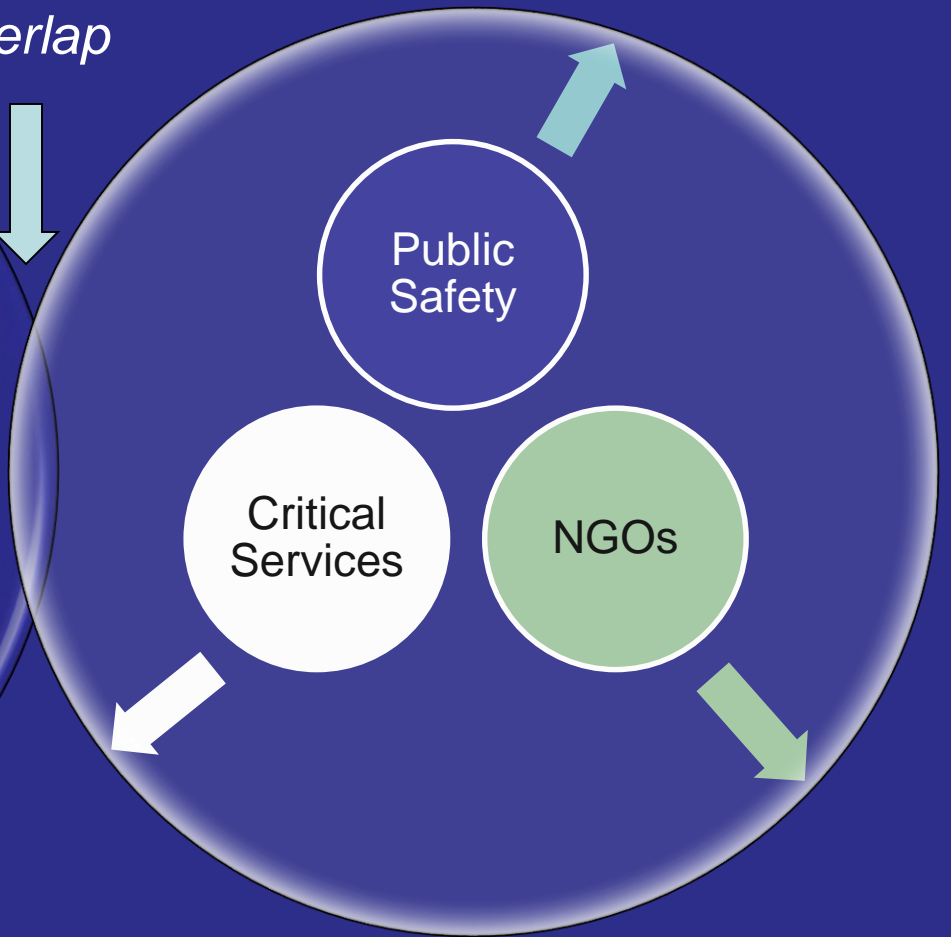
# Observations: Successful Results



**ABC News**

## Police tweet on the beat during flood crisis

Kellie Riordan

Updated January 20, 2011 13:43:00

Just after 5pm on the day of the Lockyer Valley floods, Kym Charlton sent an urgent message from the Queensland Police Service Twitter and Facebook accounts:

"All residents living near the Lockyer Creek near Gatton and towns downstream are asked to evacuate their homes until further notice. A significant rise in the creek could inundate houses. All in low lying areas or near the creek are urged to move as soon as possible to higher ground."

Less than an hour later the message sent out via their Twitter stream (@QPSMedia) was even more urgent:

"Anyone living near Lockyer creek should IMMEDIATELY evacuate to higher ground. #thebigwet #qldfloods" (18.11pm).

**PHOTO:** During the floods, police used social media to connect with residents.

**MAP:** QLD

The Queensland Police Service (QPS) is a traditional and conservative organisation, not known for its savvy. But as the Queensland floods crisis worsened, the Queensland Police Service used social media tools Facebook, Twitter and YouTube to get its message to the public directly.

The QPS started its Facebook and Twitter accounts in May last year, making it a relative latecomer to social media. But a push by Ms Charlton, the QPS director of police media and public affairs, has paid off enormously in the past month.

"We did it in the absence of policy. There is no policy around social media at the moment but on the balance we thought it was more risky for us to not be involved in social media than to be involved, for the reasons as shown in the last couple of weeks," she said.

### Direct communication

Where police have usually relied on calling media conferences to get messages out, they could now speak directly with those in the crisis.

"The benefits in being able to talk directly to the people of Queensland when we need to contact them has been so valuable," she said.

"We're not relying on news bulletins. We're not relying on journalists making decisions about newsworthiness. We've just been able to go directly to the people when we need to."

Ms Charlton sat in on top-level meetings as the QPS took on the role of lead agency while the crisis moved from central Queensland to the south-east of the state.

"I was doing a lot of the posting. I think the key to being able to post any information quickly is being able to clear it quickly and in a hierarchical organisation that's difficult to ask junior officers to do. So I was literally sitting in the meetings and tweeting from the meetings. As soon as I'm getting verified information, I'm getting it up there," she said.

The relatively small QPS Media Unit worked around the clock to keep the flow of information coming, whether it was tweeting road closure information or streaming press conferences by Police Commissioner

**Los Angeles Times | LOCAL**

## Social media sites are crucial in arson probe

Authorities and the public relied on Twitter and Facebook to disseminate and pick up the latest information on the arson.

A vacant church on Gramercy Street between Hollywood Boulevard and Franklin Street in East Hollywood burns early Sunday evening. (Michael Robinson Chavez, Los Angeles Times / January 1, 2012)

By Matt Stevens and Richard Winton, Los Angeles Times
January 2, 2012 | 10:21 p.m.

When an arsonist began preying on Hollywood last week, social media sites like Twitter quickly emerged as a clearinghouse for information.

People tweeted when they first saw smoke, shot videos and photos of burning cars on their cellphones, and traded both facts and rumors in rapid stream.

Faced with a quickly changing, highly unusual investigation, L.A. law enforcement agencies embraced Twitter and other forms of social media as never before. Law enforcement and fire agencies essentially joined the conversation, using Twitter and Facebook not only to disseminate information but to get tips and track reports of new fires.

**PHOTOS: Southland arson fires**

*Case Study: Queensland, Victoria (Australia) Flooding 2010-11*



Figure 11[124] – The potential of social media in emergency management communications

**Agency to Crowd**
Additional Alert Channels
Scalable Infrastructure

Website — Map Services — RSS Feeds

**Command Centre**

Satellite Hotspots — Field Reports — Weather

**Community**
Tweets
Mash-ups
Blogs
Maps
Etc.

**Crowd to Agency**
Crowdsourced 'Human Intelligence'

**Recommendation 41:**

The VFR recommends that:

the state actively pursue the use of social media as part of its emergency warning and public information system.

**Recommendation 33:**

The VFR recommends that:

The state develop and implement a single web portal as a means of providing emergency information to communities and local government on an 'all hazards' basis, including the information referred to in recommendations 74, 89 and 92.

**Recommendation 42:**

The VFR recommends that:

the state undertake further trials to explore the opportunity for greater use of social media as a credible source of information to and from the public during an emergency.

Review of the 2010–11
Flood Warnings & Response

Final Report by Neil Comrie AO, APM
1 December 2011

Victoria

# Hedging: Need to Address Gaps

**SPAWAR** Systems Center ATLANTIC

## Emergency Warnings and Alerts

Although there has been much discussion of using social media to issue emergency warnings that advise citizens to seek shelter, evacuate the area, or take other protective measures, it is unclear whether social media have been used to officially issue emergency warnings.

**Congressional Research Service**

### Social Media and Disasters: Current Uses, Future Options, and Policy Considerations

Bruce R. Lindsay
Analyst in American National Goverment

September 6, 2011

Congressional Research Service
7-5700
www.crs.gov
R41987

CRS Report for Congress
Prepared for Members and Committees of Congress

## Drawbacks Cited in CRS Report

1. Accuracy of Information
2. Malicious Use
3. Technological Limitations
4. Administrative Cost Considerations
5. Privacy Issues

## Additional Considerations and Potential Policy Implications

While there may be some potential advantages to using social media for emergencies and disasters, there may also be some potential policy issues and drawbacks associated with its use.

## Concluding Observations

Social media appear to be making inroads into emergency management for a variety of reasons. For one, accurate, reliable, and timely information is vital for public safety before, during, and after an incident. As people continue to embrace new technologies, use of social media will likely increase. Moreover, as its popularity grows, a significant number of people will likely choose social media as their main source of information. They may also increasingly expect that agencies will also use social media to meet their informational needs. Many emergency managers and agencies have already adopted the use of social media to meet this expectation. However, they also started using social media because they believe it provides another tool to disseminate important public safety information.

# The Crowd has Spoken

- ➢ Steady increase in social media use

- ➢ Smartphone adoption skyrocketing

- ➢ Public as producers of information, not just consumers – desire to share

- ➢ Expectations are rising – Public not likely to give up the convenience of instantaneous information

- ➢ How will emergency management adapt & influence better solutions?

# More Justification



**SOCIAL MEDIA: FIRE CHIEFS, POLICE CHIEFS & ALL EMERGENCY MANAGERS PAY ATTENTION TO WHAT THIS MAN IS SAYING.**

17 comments

👍 Like    💬 Send    f 34 people like this. Be the first of your friends.

0 tweet

Bill Boyd: Social Media & Emergency Management

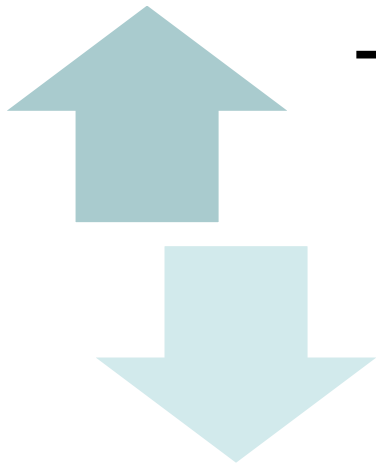0:00 / 6:27

24

So, you've decided to enter the world of Social Media.

- Which strategies will fit your goals?
- Which Technologies will work for you?
- How should you begin?
- Should you start small or go big?

To Tweet or

Not to Tweet

FOLLOW ME

"Once you can understand where the conversation is, who leads, the type of voices and the best place for you to add your voice, you can then start becoming a more active participant."

**— *Mitch Joel***

# Define Your Social Media Strategy

1. What do you want to accomplish?
2. Who is your target audience?
3. How much time and resources can you invest?
4. What other organizations can you bring into the fold?

# What Do You Want to do?

➢ To learn more about social media and incorporate it into your communications strategy.

➢ To distribute information to citizens quickly through popular social media vehicles.

➢ To engage interactively with citizens and gather emergency situational information.

➢ To create a community of participants, provide an interactive forum, and build knowledge to inform decision-making.

# Who is Your Target Audience?

➢ Local residents and business owners

➢ Visitors from outside the area

➢ Media and news agencies

➢ Emergency responders

➢ Service providers

➢ Non-governmental organizations

➢ Volunteers

➢ Health care providers

➢ Friends and relatives of impacted residents

# How Much Time and Resources Can you Invest?

➢ Do you have staff members who are familiar and savvy with the technology?

➢ Do you have dedicated PIO staff available to monitor and post?

➢ Does your IT department support the strategy and will they develop the tools?

➢ Can you invest in infrastructure (servers) to manage surge capacity?

# Which Organizations Can You Bring into the Fold?

- ➢ Technology developers, manufacturers, service providers (Microsoft, SunMicrosystems, Twitter)

- ➢ Various responder agencies and organizations (Fire, Police, Utilities, Health, Red Cross)

- ➢ Media organizations (most have new media divisions)

- ➢ Academia (students, interns, research, universities, etc.)

- ➢ Volunteers – establish a "Twitter Posse"

# Four Different Strategies
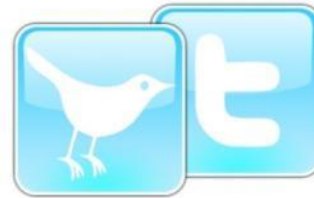
1. The Foot in the Water Approach
2. The Big 2 Approach (Facebook & Twitter)
3. The Neighborhood Approach
4. Disaster Forum - Multidirectional

# Foot in the Water

- ➢ Set up accounts on popular Web 2.0 sites.
  - Facebook
  - Twitter
  - Linked In
  - Flickr
  - YouTube

- ➢ Practice posting updates, uploading photos / videos, asking questions, and getting familiar with the culture and norms.

- ➢ Experiment with hashtags and events.

➢ Facebook

– 750 Million Active Users (250M via mobile)

– 50% log on daily

– 30 Billion pieces of content (links) shared monthly
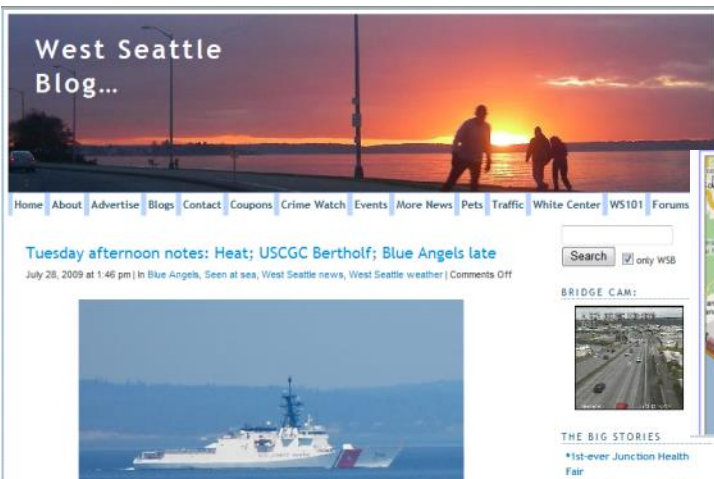
– Average user spends 55+ minutes / day

➢ Twitter

– 200 Million Registered Users

– 350 Billion Tweets / day

– 8th largest web site in the world

– 75 % from outside web site (i.e. via direct texting)

- ➢ **Hashtags ("#" Symbols)**

- ➢ The # marks keywords or topics in a Tweet

- ➢ A way to categorize messages regardless of Followers

- ➢ Clicking on a hashtagged word shows all other Tweets in that category

- ➢ Don't exceed 3 Hashtags per message

- ➢ Hashtagged words that become very popular are often Trending Topics

- ➢ Many services/aps to help manage Twitter

# The Neighborhood Approach

➤ Find out how tech savvy neighborhoods are using social media

➤ Engage with local blogs and community event calendars

➤ Provide information in searchable format
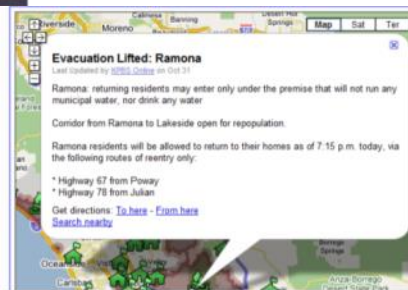
➤ Provide maps, photos and diagrams for context

# Multidirectional Disaster Forum

➢ Seek interactive dialogue

➢ Provide a forum for relevant conversations

➢ Build a wide community of contributors, but save the front row seat for official information (local government / emergency management)

➢ Develop sharing platform supporting multimedia inputs from official sources via RSS feeds and ireports from unofficial sources

➢ Build the site to handle increased traffic during an emergency

➢ Play ball with the private technology sector

# Interactive Emergency Portal

# Who Needs to be Involved?

➢ A more comprehensive approach requires strategy development & stakeholders

**Power vs. Interest Grid**

| | Subjects | Players |
|---|---|---|
| **High** | Tech-Savvy Public<br><br>New Media (i.e. YouTube)<br><br>Web 2.0 Companies (i.e. Google, Twitter) | EOC Managers<br><br>Information Technology Managers<br><br>Public Information Officers |
| **Interest** | **Crowd** | **Context Setters** |
| | Low-Tech Public<br><br>Community Based Organizations | Elected Officials<br><br>Traditional Media (i.e. Radio, TV and Print) |
| **Low** | | |

Low — Power — High
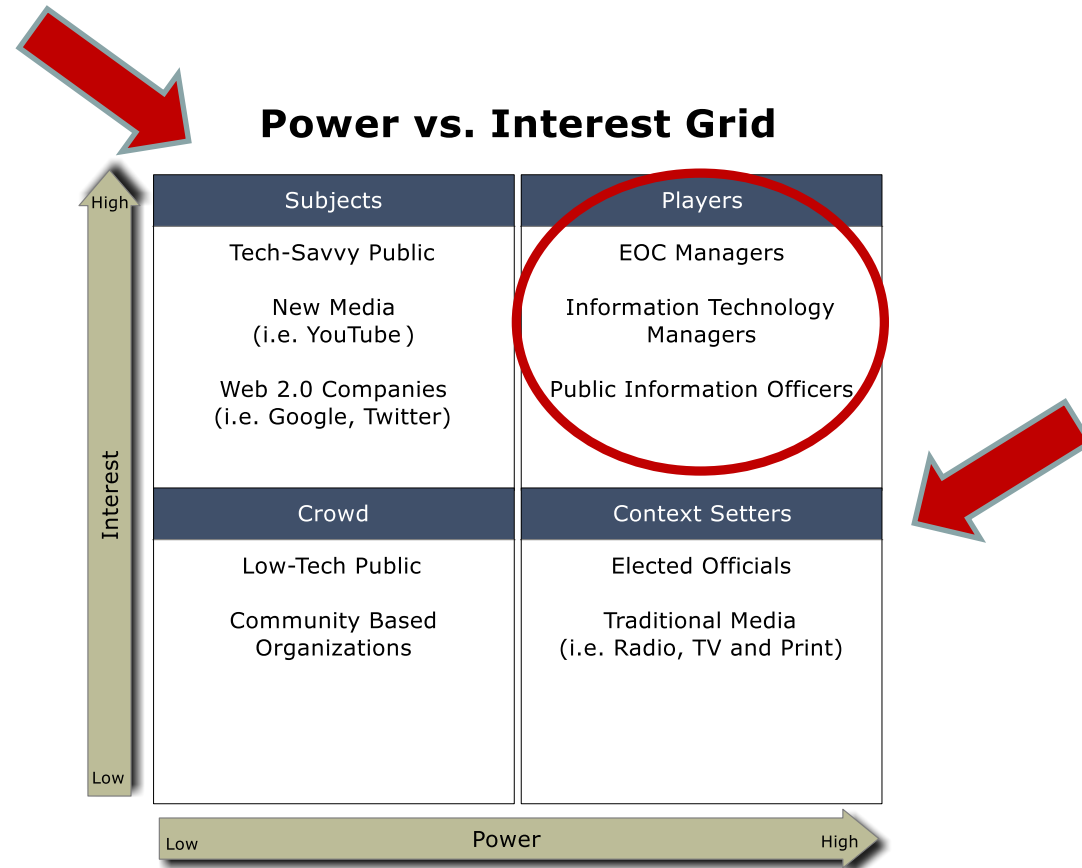
# Emergency Management Drivers

Life Safety

Alerts & Warnings

Situational Awareness

Damage Assessments

Resource Allocation

Open Government

PPD 8

Whole Community

Emergency management and public safety agencies must meet a wide range of expectations and mandates

Decision-making at all layers of society must be accomplished efficiently to save lives

Meta-disasters require information sharing, engagement, and actions from all members of the community (local to global)

# Next Generation Solution

➢ Cyberspace is cluttered with data (generated by the public and by emergency agencies) during disasters

➢ Emergency Managers need to verify and organize the noise on social media sites  - and so do citizens

➢ Crowdsourcing, verification and credibility guidance will help ameliorate the negative aspects

➢ An interactive disaster forum that serves as an interface will yield improved situational awareness and actionable information for the Whole Community

| Collect | Validate | Interpret | Alert | Respond | Update | Advise | Restore | Recover |

# Evaluate, Monitor and Adapt
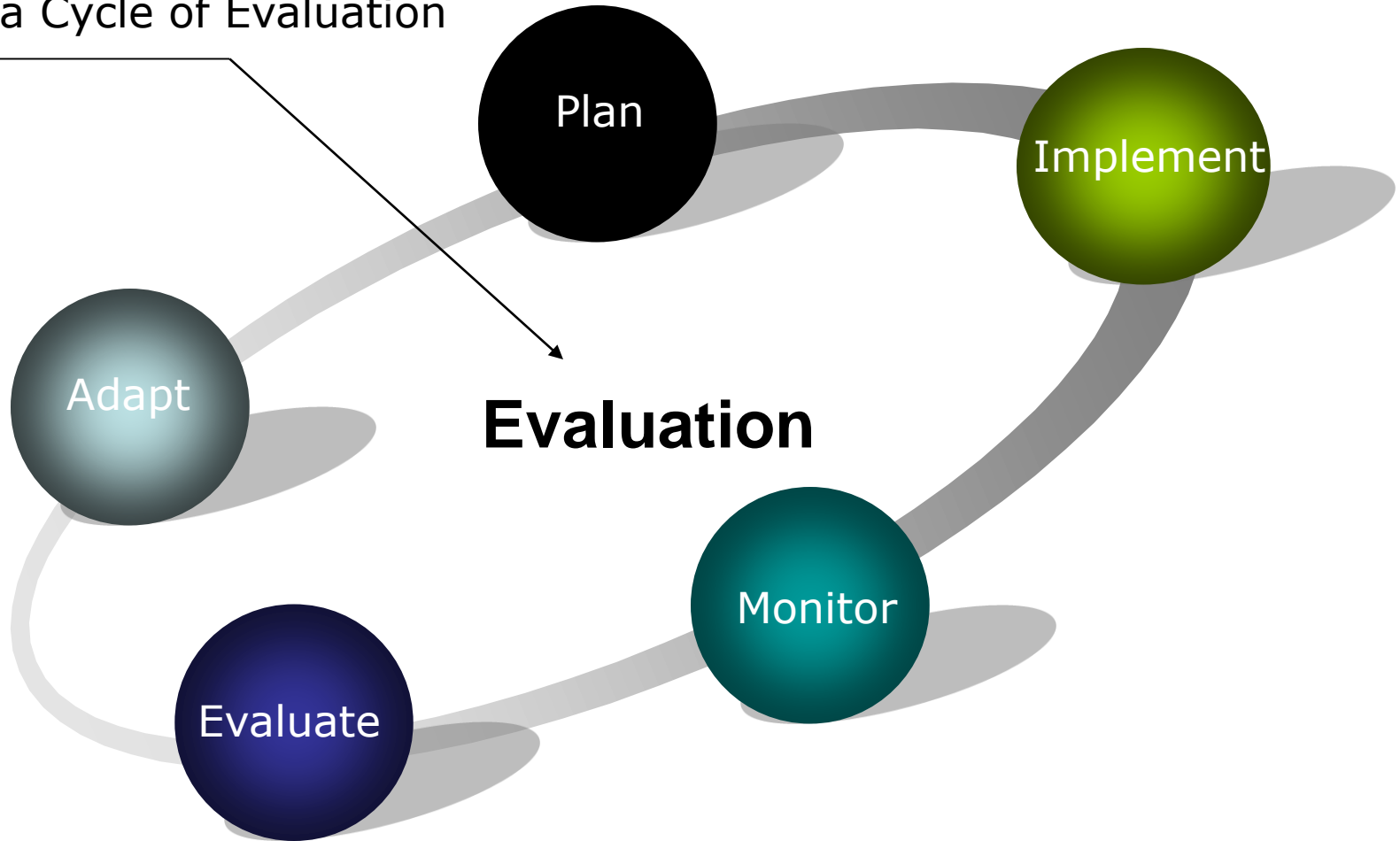
# Take Aways

- People want visualization tools not just narratives (maps, photos, videos, GIS data, graphs) Turning to social media to fill in gaps
- Emergency management and public safety agencies are increasingly using social media to distribute information
- Current social media atmosphere is cluttered and chaotic
- The impacted public may be new to the area (relocated, vacationing, business travel) – They might not know where to turn for information
- Other interested publics seeking information & situational awareness:
  - Family members in other regions checking on loved ones
  - People who escaped without damages and who have resources or assistance to offer
  - Emergency management agencies at all layers of government (Neighboring states, FEMA, IMTs, EMACs etc.)
- Visit https://communities.firstresponder.gov – Making Communities Safer Through Social Media

# Questions & Answers

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Check out FEMA's Online Think Tank
Vote for Social Media & Smartphones for Situational Awareness
http://fema.ideascale.com/

# Group Exercise

## Scenario Development – Size Up Report

➢ Hazard: _____

➢ Incident Name: _____

➢ Deaths / Injuries: _____

➢ Staffing Limitations: _____

➢ Infrastructure Status: _____

➢ Utility Outages: _____

➢ Future Projections: _____

➢ Evacuations: _____

➢ Shelter / Population: _____

# Incident Objectives

Initial Operational Period Incident Objectives:

    1. _____

    2. _____

    3. _____

    4. _____


Ongoing Objectives:

    1. _____

    2. _____

    3. _____

    4. _____

# What Information does Public Need?

➢ Describe the type of information the public needs.

➢ Could any information from an unofficial source be appropriate?

➢ How will the public get information?

➢ Where will they turn if they don't find what they're looking for?

# Information Does EM Need from Public?

➢ Describe the type of information EM needs.

➢ What type of information might the public have that could be useful to EM?

➢ Could any information from an unofficial source be appropriate?

➢ How will EM get that information?

➢ Describe the possible consequences if EM does not receive important information from the public?

## Needs Assessment

➢ Identify 3 necessary information capabilities

➢ Identify gaps or shortcomings to improve

➢ Identify 3 current tactics used

➢ Identify 3 future strategies to be used

Think About:

• The effectiveness of current efforts that work well

• Lessons learned from recent incidents

• How would the public describe your Agency's communications channels?

# Next Steps

- Strategic Needs Synopsis
- Report and Recommendations
- Social Media Policy Review
- Develop Strategy
- Adapt Plans, Policies and Procedures
- Training, Testing and Exercises
- Implement New Strategies and Tactics
- Evaluate, Monitor and Adapt

# Follow Me

**#SMEM**
**#SMEMchat  Friday's @ 12:30 EST**

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# Wrap Up

- Questions, Comments, Observations…