The Sky is Falling!

Using Social Media in Emergency Management
An Introduction to Social Media

• Allows individuals and groups to share and discuss information

Characteristics

• Accessible
• Integrative
• Timeliness
• Alterable
• Amplifies
A conversation with everyone about everything simultaneously…

- Fragmented
- Unorganized
- Not controlled
Who is using social networks?

- Users tend to be:
  - Female
  - Young
  - Educated
  - Affluent

- Generation C
Why use social networks?

• Create layers of communication
  – Traditional Media
  – Emergency Alert System
  – Sirens
  – Public Address Systems
  – Reverse Dial Notifications
  – Text and E-mail Notification Systems
  – Billboard and Newsstand
  – Social Networking

• Public relations
  – Establish brand identity
  – Establish credible source for information

• Customer Service
  – Loyalty-building

• Collaboration
Citizen Journalism

Unedited
Unfiltered
News

- 8 of the homepage stories on ireport.com were emergency / disaster related
What does this teach us?

• Because communications tools are pervasive in our society, your organization needs to have a strategy to manage this.

• People want information and will seek it out – your organization needs to be who they seek it from.

• People will use whatever outlets are available to communicate – your organization needs to monitor and have a presence on these outlets.
How to use Social Networks

• Establish User Name
• Set up Profiles and Policies
• Search for Users
• “Friend,” “Fan,” “Follow”
  – 1st Degree
  – 2nd Degree
  – 3rd Degree
  – And so on…
• Transmit messages

Message Types
• Direct E-mail
• Widespread Bulletins
• Blogs

Message Receipt
• E-mail
• Text Messages
• RSS Readers
• Apps
Considerations

- Security
- Reliability
- Information Management and Maintenance
- The Unconnected
Establishing a Presence

- Research
  - Sites
  - Technical Specifications
- Plan
  - Policies
  - Procedures
- Implement
  - Connect
  - Broadcast
  - Collaborate
Research

• Determine which site(s) suit your organization best
  – Who are you trying to reach?
  – What are you planning to communicate?

• Determine how your sites will be managed and maintained

• Determine how to connect sites to minimize input time
Plan

• Determine what content will be published and when
• Determine who is authorized to approve and publish content
• Determine how content will be updated

• Determine if / when feedback will be allowed and how that feedback will be processed
Implement

• Set up sites
• Connect with Users
• Publish Content

• Listen
• Engage
• Measure
• Exercise