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**

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speaker(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 a.m. – 9:15 a.m.</td>
<td>Welcome Introductions</td>
<td>Jeff Friedland Matt Snyder</td>
</tr>
<tr>
<td>9:15 a.m. – 10:45</td>
<td>Social Media during Emergencies Current Industry Practices Value Proposition Strategies and Tactics</td>
<td>Laurie Van Leuven</td>
</tr>
<tr>
<td>10:45 – 11 a.m.</td>
<td>Break</td>
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<tr>
<td>11 a.m. – 11:30 a.m.</td>
<td>Group Exercise Scenario Development</td>
<td>All participants</td>
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<tr>
<td>11:30 a.m. – 12 p.m.</td>
<td>Lunch</td>
<td>All participants</td>
</tr>
<tr>
<td>12 p.m. – 12:30 p.m.</td>
<td>Incident Objectives What are your incident objectives? What information does the public need? What information does the public have to share?</td>
<td>All participants</td>
</tr>
<tr>
<td>12:30 p.m. – 1:45 p.m.</td>
<td>Needs Assessment Current Capabilities and Tactics Lessons Learned Goals, Objectives, &amp; Strategic Needs</td>
<td>All participants</td>
</tr>
<tr>
<td>1:45 p.m. – 2 p.m.</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>2 p.m. – 2:45 p.m.</td>
<td>Next Steps Strategic Needs Prioritization</td>
<td>All participants</td>
</tr>
<tr>
<td>2:45 p.m. – 3 p.m.</td>
<td>Wrap up</td>
<td>Jeff Friedland Matt Snyder</td>
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</tbody>
</table>
Whole Community = Resiliency

- 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
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.
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%)
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**
- 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
Japan Earthquake / Tsunami
More than two-thirds agree that response agencies should regularly monitor and respond to postings on their websites.

- 69%: Emergency response agencies should regularly monitor their websites and social media sites so they can respond promptly to any requests for help posted there.
- 59%: I would feel that I should phone the agency to make sure they have seen the request.
- 49%: 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.
- 44%: It’s very likely that the emergency response organization doesn’t even know about this request.

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

- Less than 15 minutes, 28%
- 15-30 minutes, 27%
- 30 minutes to one hour, 19%
- More than one hour, 16%
- Other, 9%

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)
Humanitarian Efforts: Digital Volunteers

Christchurch Recovery Map
Community information for the Christchurch Earthquake of 22 Feb 2011.

IF YOU HAVE AN EMERGENCY PLEASE CALL 111. The quake helpline is 0800 779 997. The official civil defence earthquake response website is www.canterburyearthquake.org.nz. You can contribute information by email (eqnzfeb@gmail.com), web form or free TXT 5627.

Where are you?
Locating where you are on the map helps identify what reports are most relevant to you.
I am in...

Submit a report
Submitting a report helps others identify hazards/solutions in your area.

Ask for help
Ask for assistance from the Student Volunteer Army.

Click on map icons to see local reports
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

Situational Awareness
- First hand knowledge
- Sirens / Alerts
- Word of mouth
- Opt in Text Alerts
- Outdialers
- Official Government Info
- Emerg Personnel
- Broadcast Media

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
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

<table>
<thead>
<tr>
<th>Emergency Communication Tool</th>
<th>Description</th>
<th>Interactive</th>
<th>SA by EM</th>
<th>SA for</th>
<th>Visual</th>
<th>Dialogue</th>
<th>Distribute</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ning Community</td>
<td>An online platform for people and organizations to create custom social networks</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Crisis Maps (Mashups)</td>
<td>An interactive display of dynamically geocoded data sets</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Flickr</td>
<td>View, upload and share digital photos</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Wikis</td>
<td>Web site that allows users to add, delete, or revise content</td>
<td>X</td>
<td>X</td>
<td>X</td>
<td></td>
<td>X</td>
<td></td>
</tr>
<tr>
<td>Twitter</td>
<td>Send and receive alerts, warnings, and situational info in real-time</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discussion Threads</td>
<td>Effort to increase public access to ongoing dialogue</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Community Meetings</td>
<td>Face-to-face forum for less immediate concerns facing a neighborhood or community</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Facebook</td>
<td>Quick exchange of info among users who are connected to each other's networks</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Google+</td>
<td>Social networking competitor to Facebook leveraging existing Google apps</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Face-to-Face</td>
<td>Door knocking, bullhorns or traffic guides with real time instructions to impacted public</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>911 Calls</td>
<td>Emergency telephone number used by public to report and request an emergency response</td>
<td>X</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>LinkedIn</td>
<td>Business related social networking site</td>
<td>X</td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Youtube</td>
<td>Watch videos of incident, damages, and response and recovery efforts</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Web Site Updates</td>
<td>Digital information posted on an agency's web page</td>
<td>X</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>Blogs</td>
<td>A web log of author's observations and opinions and viewer comments</td>
<td>X</td>
<td>X</td>
<td></td>
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<tr>
<td>Emergency Alert System</td>
<td>Alert disseminated over broadcast media for public notification of an emergency situation</td>
<td>X</td>
<td></td>
<td></td>
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<tr>
<td>News Releases</td>
<td>An official statement prepared and issued to the media</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Opt in Text Alerts / Emails</td>
<td>Allows for distribution of information via email or cell phone to recipients who have opted in</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Outdialing Phone Messages</td>
<td>Prerecorded info via telephone in a defined geographic area</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Press Conference</td>
<td>Prearranged interview with news reporters</td>
<td>X</td>
<td></td>
<td></td>
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<td></td>
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</tr>
<tr>
<td>Community Bulletin Boards</td>
<td>Physical signage system used to post updates and information for community members</td>
<td>X</td>
<td></td>
<td></td>
<td></td>
<td></td>
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</tr>
<tr>
<td>Sirens</td>
<td>Loud, audible alert system to signal an emergency within a physical proximity</td>
<td>X</td>
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</table>

*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

Public Exchange in Cyberspace

- Friends
- Acquaintances
- Family

Agency Exchange in Cyberspace

- Public Safety
- Critical Services
- NGOs

Limited overlap
Observations: Successful Results

Police tweet on the beat during flood crisis
Ke Isle Hamilton
Updated January 20, 2011 13:43:00

Just after 3pm on the day of the Lockyer Valley floods, Lyn Charlton sent an urgent message from the Queensland Police Service Twitter and Facebook accounts:

“All residents living near the Lockyer Creek near Gatton and downs town squares 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 (@QPSPMedia) was even more urgent:

“Anyone living near Lockyer creek should IMMEDIATELY evacuate to higher ground. #qhsgive #gvdfloodes” (18:11 pm)

The Queensland Police Service (QPS) is a traditional and conservative organization, 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 dramatically 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 not to 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 check it quickly and in a hierarchical organisation that’s difficult to do junior officers to do. So I was literally sitting in the meetings and briefing 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, monitoring the situation and sharing information at logistics centres in Police Communications.

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.

An arson suspect in Hollywood was burned by a fire hose as he tried to escape from police. (Photo: Chris Pizzello / AP)

Social media sites like Twitter quickly emerged as a clearinghouse for information.

People tweeted when they first saw smoke, sent videos and photos of burning cars and buildings, and traded both facts and rumors in rapid streams.

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: South and arson fires
Assessments: Comparative Gov’t

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

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 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 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.
Hedging: Need to Address Gaps

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.

Drawbacks Cited in CRS Report

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

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

Bruce R. Lindsay
Analyst in American National Government

September 6, 2011

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.

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

Bill Boyd: Social Media & Emergency Management
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
“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
  - LinkedIn
  - Flickr
  - YouTube

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

- Experiment with hashtags and events.
The Big 2 Approach

- **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)
Twitter Tips

- **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/apps 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

Evaporative cooler fire alert
Saturday, 21 January 2012
Victoria’s electrical safety authority has issued a warning after CFA was called to four fires in the space of three days caused by evaporative cooler units.
Read more >>

Fierce burn at Diggers Rest
Sunday, 22 January 2012
Just after 1pm today (Sunday 22 Jan), Sunbury Fire Brigade were paged to a reported column of smoke in the area of Lemmon Court in Sunbury.
Read more >>

FireReady smartphone app tutorial
Friday, 19 January 2012
A video tutorial is now available for CFA’s FireReady smartphone app, guiding users through the new features and functionality of the revised application.
Read more >>

Victorian Premier at CFA HQ
Thursday, 19 January 2012
Premier Ted Baillieu met with CFA Chief Officer Evan Ferguson, CEO Nick Borne and Chairman Kerry Murphy during a visit to CFA headquarters at Burwood East on Thursday January 19.
Read more >>

Glider goes to ground at Benalla
Tuesday, 17 January 2012
Two tankers and the Benalla Group command vehicle attended an incident after a glider crash landed in a paddock outside Benalla.
Read more >>
A more comprehensive approach requires strategy development & stakeholders.
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
Evaluate, Monitor and Adapt

Create a Cycle of Evaluation

Plan → Implement → Evaluate → Adapt → Plan

Evaluate
Monitor
Implement
Adapt

Evaluate
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

Laurie J. Van Leuven
Former DHS / FEMA / Naval Postgraduate School Fellow
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Lvanleuven@scires.com
@laurievanleuven

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?
Group Exercise

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…