Social Media & Emergencies

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Who am I?

- Wilberforce University: private HBCU founded in 1856
- Grant funded - NNSA Disaster Management & Recovery Center
- Responsibilities
  - Social Media for Grant
  - Disaster Educational Materials
  - Emergency Planning
  - Research Support (Databases, Web/3D Design)
Topics

- Definitions
- Role of Social Media in Emergencies
- Emergency Notification & Best Practices
- Social Media Monitoring
- Research Project
Definitions

- Amplification - Increasing web presence through website links or repetition of information of in various online locations

- Hashtag - Any word or concatenated phrase preceded by # sign. Indicates post topic and aids searches and/or dialogue

- Social Media Management Platform- software or website that allows management of multiple social media accounts
Social Media's Role in Emergencies

- Multiple Means (2 = 1, 1= 0)
  - SM adds to existing methods
  - Never rely on one mode of communication
    - Availability changes based on power outages
    - Damage to other warning systems
  - Expanding audience
    - Younger audiences may not go to TV, radio first
SM Role in Emergencies

- All Communication Methods have Flaws
  - SMS - Time delay (up to 15 minutes)
  - TV - 30% don't watch live network TV
  - Landline & Cell phones (voice) - Limited Capacity
  - Twitter/FB/G+ - Internet/Mobile network dependent

- SM Benefits
  - Mobile Phones more likely than battery radio
  - SM can withstand regional stress in most cases
  - Cell Phone towers may have some battery backup
Emergency Notification

- Location - City/County/Campus/State
  - Sometimes a specific building should be mentioned

- Type of Threat

- Suggested Response/Actionable Info

- Warnings and Statements should be Pre-Scripted if Possible (Protocol)
Best Practices - Different Networks

- Facebook - 900M, Text(Medium), Video, Pictures, Events
- Twitter - 500M, Text(140 characters), Some Picture/Video
- Google + - 215M, Text(Medium), Video, Pictures, Events, Video-Conferencing
- Blogging - Text (Long), Video, Pictures, etc.
Best Practices

● Establish Credibility:
  ○ Post daily (pre-written info okay)
  ○ Respond to community
  ○ Have a planned presence
  ○ Content balance (tips, news, self-promotion)
  ○ Example: @nolaready (City of New Orleans EM)

● Be Efficient
  ○ Use management platforms for unified interface
  ○ Tools:
    ■ Hootsuite (built-in analytics)
    ■ Tweetdeck
Best Practices - Amplify Website

Flow of Online Presence

- Media: Youtube, Pinterest, Flickr
- Medium Form: Facebook, G+, Tumblr
- Long Form: Website, Blog
- Short Form: Twitter

Trusted/Verified Information
Best Practices

● Unified messaging
  ○ Same information with appropriate formatting
  ○ Short, Medium, and Long form

● Mention SM to audience
  ○ "For updates check our twitter @ohio_ema"
  ○ May result in less phone inquiries from citizens and media
  ○ Weakens foothold of fake/parody accounts

● Suggest preparation actions before an incident
Best Practices

● **Statistics Measure Engagement**
  ○ Track on SM and on website
  ○ Are your links being clicked on?
  ○ What types of posts/information get the best response?
  ○ How are people finding your information (referral sources)?

● **Use hashtags (Twitter, G+)**
  ○ easier for people to find, often used for dialogue
  ○ limit yourself to two hashtags
Best Practices - Boundaries

- Pictures spark engagement but...
  - Don't show faces without permission
  - Don't include gore or inappropriate content

- No Sensationalism
  - Provide most accurate information

- Be aware of malware (legitimate accounts)

- Limit automatic posting
SM Monitoring - Free Intelligence

• Verification
  ○ Location tags
  ○ Collaborating tweets
  ○ Images & reputable links
  ○ Established accounts
  ○ Beware of perishable information

• Rumor Control
  ○ Replying to misleading statements with correct info
  ○ Posting correct info swiftly
Social Media Monitoring

● Tools - No Charge
  ○ For search by Keywords & location
    ■ Twitterfall
    ■ Geochirps
    ■ Nearbytweets
    ■ Tweet Grid

● Techniques
  ○ Always use Location & Keywords
  ○ Searching by hashtag can reduce irrelevant info
    ■ Ex: #Isaac, #ohwx
  ○ Turn off Retweets to reduce redundant info
Tools & Info

Analytics - Peerindex, Klout

Management Platforms - Hootsuite, Tweetdeck

Resource websites:

● FEMA EMI - IS42
● Mashable Twitter Guidebook
● Hashtags.org
Research Project

● Web Disaster Planning
  ○ Storable & Printable

● Social Media integration
  ○ Peer to Peer Motivation

● Gamification
  ○ Quasi-Competitive Preparedness
Credits

CampusFireSafety.com
sm4em.org - #smem twitter online community

Check us out:
Blog: wilberforcedmr.wordpress.com
FB: Disaster Management & Recovery at Wilberforce University
Twitter: @wilberforcedmr
G+: DMR @ Wilberforce University