Social Media & Emergencies

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Who am I?

- Wilberforce University: small, 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

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

● Multiple Means \( (2 = 1, 1= 0) \)
  ○ \( SM \) adds to existing methods
  ○ Never Rely on one mode of communication

● All Communication methods have flaws
  ○ \( SMS \) - Time delay (up to 15 minutes)
  ○ \( TV \) - 30% don't watch live network TV
  ○ Landline phones - Limited Capacity
  ○ Twitter/FB/G+ - Internet dependent
Emergency Notification & Best Practices

- 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 (cont.)

- Establish credibility:
  - Post Daily
  - Respond to community
  - Have a planned presence
  - Content Balance (tips, news, self-promotion)

- Be efficient
  - Use SM Management Tools
  - Tools:
    - Hootsuite (built-in analytics)
    - Tweetdeck
Flow of Online Presence

- **Medium Form:** Facebook, G+, Tumblr
- **Long Form:** Website, Blog
- **Short form:** Twitter

**Mediawise:** Youtube, Pinterest, Flickr

**Trusted/Verified Information**
SM Monitoring - Free Intelligence

- Verification
  - location tags
  - collaborating tweets
  - images & reputable links
  - established accounts
  - beware of perishable information

- Rumor Control

- Tools
  - Twitterfall
  - Geochirps
  - Nearbytweets
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:
FB: Disaster Management & Recovery at Wilberforce University
Twitter: @wilberforcedmnr
G+: DMR @ Wilberforce University