

Social Media in Emergency

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5 Ways Social Media is Changing our

By Soren

- 1) How we get our news
- 2) How we start and do business
- 3) How we meet and stay in touch with people
- 4) What we reveal
- 5) What we can influence



Capturing and Using the Power of Social Media For Emergency

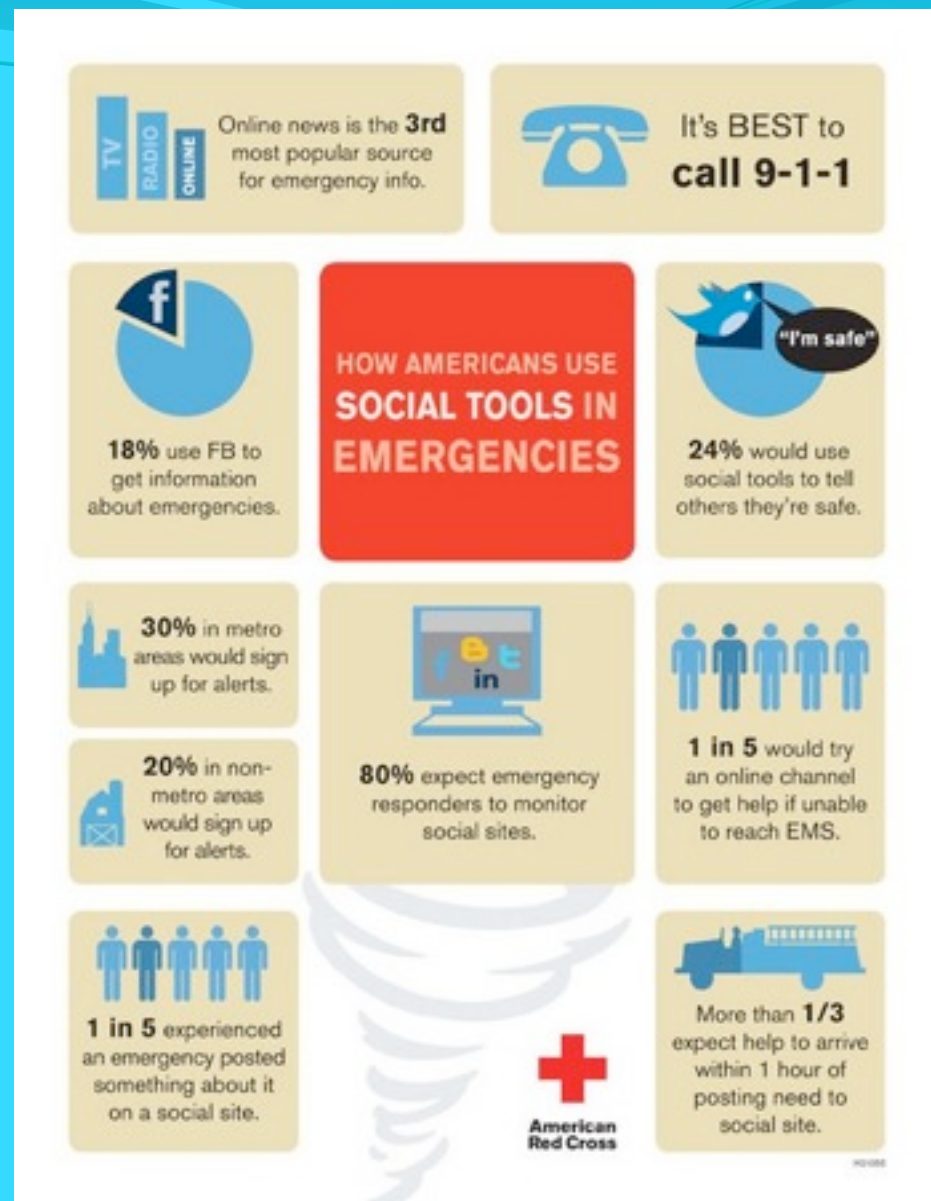
- Social media is becoming increasingly important to disaster survivors and emergency managers
- Social media cannot and should not supersede current approaches to disaster management communication, but if leveraged strategically, they can be used to bolster current systems
- Social media might well enhance our systems of communication, thereby substantially increasing our ability to prepare for, respond to, and recover from

Capturing and Using the Power of Social Media For Emergency Management

- Disseminate public service announcements
- Share disaster information
- Gain situational awareness from hundreds or even thousands of eyes
 - Essential source of information during the rapid assessment phase of information gathering
 - If you see a number of tweets or status updates regarding damage in an area, you can direct your focus there

American Red Cross Study

- Internet is the third most popular way people gather emergency information. TV and local radio are the front runners.
- Despite all the buzz around social media, only 1/4th of the general population said they would use social media to let loved ones know they are safe;
- 80 percent of the general population (and nearly 69 percent of the online population) believe that national emergency response organizations should regularly monitor social media sites in order to respond promptly.
- For those who would post a request for help via social media, 39 percent of those polled online said they would expect help to arrive in less than one hour.



<http://www.redcross.org/www-files/Documents/pdf/SocialMediaInDisasters.pdf>

Social Media Platforms for Use in Emergency Management

- Twitter
- Facebook
- You Tube
- Websites
- Mobile Applications
- And there are many more




“Emergency managers need to stop trying to have the public fit into our way of doing things and receiving information, but that we should fit the way the public gets, receives and seeks out information.”

Craig Fugate, FEMA

Social Media 4 Emergency

Social Media 4 Emergency Management

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Being Prepared to Communicate in Crisis

Sep.01, 2011 in [community](#), [preparedness](#)

Generally, when emergency managers talk about social media, we focus on using these tools during emergency response, after the disaster has hit an area. But today, I had the unique opportunity to chat with a large group of people about the current state of communications and how it affects our own personal preparedness.

What is key to know is that social media, by itself, will not make you prepared to face disaster, but rather it adds new dimensions to how you obtain information during an emergency and how you communicate with your loved ones.



Here are some key highlights from today's presentation:

What are the many ways individuals might communicate with their loved ones during an emergency?

- Face-to-Face, checking on neighbors in the immediate vicinity
- Telephone
- Email
- Text Messaging
- Group Text Messaging via mobile applications like [GroupMe](#)
- [Skype](#)
- [Facebook](#) (via status updates, messages or developing a group of family contacts so more detailed information can be shared)
- [Twitter](#) (via open status updates, @mentions or direct messages)

What is important to know about calling 9-1-1 from your phone?

- Landline phones will commonly provide your address to the dispatcher if they are using a computer aided dispatch system.
- Voice-over Internet telephones may not provide your address to a dispatcher. You, as an individual, may need to check with your provider to be sure that you have affiliated your residential address with your VOIP phone number. The potential mobility of phones can create this extra step.
- Mobile Phones may or may not provide good location data to 9-1-1 dispatchers. It is important to be observant of your address & location so that you can provide confirming information when you call 9-1-1.

Can 9-1-1 Call You via their Community Notification System?

- If you rely on a Voice-over Internet Provider or a mobile phone, it is important to check with your local emergency management office to determine if YOU need to register your phone and address to receive emergency alerts.

How Does Your Emergency Management Agency Plan to Share Information With You?

- Emergency Alert System messages are shared over the radio, television and NOAA Weather Radios via tones, followed by an emergency message. If you have a NOAA Weather Radio, have YOU programmed it with your local geographic code?
- Community Notification Systems may call you on the telephone. Resist the urge to hang up on calls that might pause like a solicitor as it may be an important message. Because these calls can be automated, train your family members to be ready to take down vital information about sheltering in place or evacuation. Keep paper & pen close to your phones.

Welcome

This site is intended to centralize the various initiatives, opportunities and collaborative activities underway in the worlds of social media & emergency services.

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- It's Not My Emergency
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- GovLoop

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- Emergency Management Magazine
- GovTech

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twitter

[saraestescohen](#): Is there a flooding map yet? #smem 24 minutes ago from TweetDeck

[adamsrowe](#): Anybody seen stats on the "right" number of facebook and twitter posts per day? 1/hr? 4/day? #SMEM 27 minutes ago from mobile

[PublicSafety_Cal](#): RT @ImpLADG: @shkatz: #smemtag: make words more searchable in Twitter (kinda like a google search). Espec. important for #SMEM (#socialmedia in Emerg mgmt) 22 minutes ago from web

[Life360](#): Can't wait for @CrisisCamber tour to start in SF! Just couple more weeks! If interested in joining in let me know! I'll keep u posted #SMEM 28 minutes ago from web

[Join the Conversation](#)

<http://www.sm4em.org/2011/09/prepare-to-communicate/>

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Need More

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