

Social Media

Social Media vs. Main Stream Media


- Main Stream media decides what they think their viewers will find relevant or newsworthy
- Users of Social media set what content they find relevant or interests them.
- Main Stream media is edited to what producers feel is newsworthy or relevant to the topic
- Social Media is portrayed from an individuals view
- Sometimes there is a large disconnect between what mainstream media thinks is "top news" and what social media users consider newsworthy



Social Media

Platforms

- FACEBOOK
- offers variety of ways to publicly or privately share data about their life, and to find friends, classmates and others who might interest them.
- You can post public thoughts on others' pages, send them private emails or chats, search for people from your past or connect with people with the same interests as you.
- FACEBOOK HAS a REPORTED 1.23 billion subscribers
 - 757 million log on each day
- According to 2012 Census report – US population ~ 313 million



Social Media

Platforms

- TWITTER
- Twitter is an online social networking and micro blogging service that enables users to send and read "tweets", which are text messages limited to 140 characters.
- Registered users can read and post tweets, but unregistered users can only read them. Users access Twitter through the website interface, SMS, or mobile app

Twitter has a reported 500 million users

According to 2012 Census report – US population ~ 313 million

LinkedIn Social Media Platforms

- LinkedIn
- LinkedIn is a social networking website for people in professional occupations
- Registered users can network with other professionals, search jobs, and send messages to other registered users.
- LinkedIn is unique in the fact that its based upon professionalism. If friendship is rejected you will be scrutinized. Other users can also ENDORSE others skills

LinkedIn has a reported 259million users (93 million or ~30% US)

 Social Media Platforms

- Instagram
- Instagram is an online photo-sharing, video-sharing and social networking service that enables its users to take pictures and videos, apply digital filters to them, and share them on a variety of social networking services, such as Facebook, Twitter, Tumblr and Flickr.
- A distinctive feature is that it confines photos to a square shape, similar to old instant Polaroid images
- Users are also able to record and share short videos lasting for up to 15 seconds
- Instagram has a reported 150+ million users

You Tube Social Media Platforms

- YouTube
- YouTube is a video sharing website which users can upload, view, and share videos.
- Unregistered users can watch videos, and registered users can upload an unlimited number of videos.
- Receives 4 billion views per day, 100 hours of video uploaded every minute.
- According to Nielsen YouTube reaches more US adults ages 18-34 than any cable network.



Social Media in Disasters

- Internet is redundant, works even without cellular service
 - Link to other information / other sites / other users means less repetitive work
 - Share Pictures, Videos, Maps, Instructions
 - Instantaneous broadcast life saving messages
 - Use it for intelligence gathering
 - Maintain an central point of communications
- EASY, Mostly Free, accessible on almost any platform



Social Media in Disasters

Real World uses of Social Media

- Twitter users on the ground sent out vital information about the **Mumbai Terrorist Attacks**, including emergency phone numbers and the location of hospitals. They also sent out information about the need for blood donations, and where to donate
- The Australian County Fire Authority used Twitter to send out information on the fires, how to donate ,money, blood, and where to seek emergency help



Social Media in Disasters

Real World uses of Social Media

- The Red River was cresting at record flood levels in North Dakota and Minnesota. 2600 people were getting updates delivered via @FEMA Twitter
- The Food and Drug Administration (FDA) recalled salmonella-tainted pistachios products. Over 3000 people found out through the agencies Twitter Feed.
- The Red Cross Tweets inform followers on locations of shelters, first aid, personal preparedness, and how to care for pets in crisis situations.



Social Media

Using Social Media

Crowdsourcing

- “practice of obtaining needed services, ideas, or content by soliciting contributions from a large group of people”
- This process is often used to subdivide tedious work
- Mapping areas after disasters, mark hazards, increase situational awareness, and list goes on

APPS

- FEMA – “Disaster Reporter”
- Univ. of Hawaii – “help ME help”



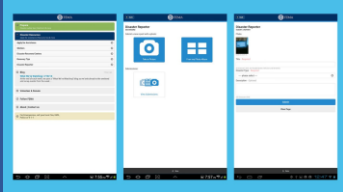
Social Media

Monitoring Social Media

APPS

- FEMA – “Disaster Reporter”

Allows users to upload Disaster Related images to FEMA’s website and add a short text description. Images have to be geo tagged and go through approval process





Social Media

Monitoring Social Media

APPS

- Univ. of Hawaii – “help ME help”

allows trained professionals and civilians to mark up a map in real time with the location and photos of downed power lines, damaged structures, fires, road obstructions and other hazards.



in development

Social Media



Monitoring Social Media

Online

- **TweetDeck**

A social media dashboard application for management of multiple Twitter accounts

TweetDeck's interface consists of a series of customizable columns, which can be set up to display your Twitter timeline, mentions, direct messages, lists, trends, favorites, search results, hash tags, or all tweets by or to a single user



Social Media



Monitoring Social Media

Online

- **Hootsuite**

The system's user interface takes the form of a dashboard, and supports social network integrations for Twitter, Facebook, LinkedIn, Google+ Foursquare, MySpace, WordPress, TrendSpottr and Mixi.

Allows users to customize a visual dashboard of accounts. Similar to TweetDeck, it allows users to track multiple accounts on one screen.



Social Media



Monitoring Social Media

Online

- **TrendsMap**

Trendsmap shows you the latest trends from Twitter, for anywhere in the world

Allows users to graphically see what is trending on Twitter in a geographic location using Hashtags





Why We FAIL



- FEAR and Distrust the Public
 - They lie and they are scary (seriously joking)
- EM is unfamiliar with Social Media
- Requires resources and staff to maintain and contain
- IT fails to give you access due to administrative policies
 - Lack of privacy for sensitive information >
- We do dumb things to happen (see below)





Adopting Social media use

- What is your goal? What do you wish to achieve?
- Be flexible and adapt to new ways
- Choose a platform or two and develop them
- Start with a TRIAL Account
- Establish a Support Structure
 - Work with your PIO and HR
 - Create SOG's for use and administration
 - Train others for your absence



Adopting Social media use

- Leverage partners and volunteers
 - Create partnerships with other agencies or sources of information
 - Use volunteers to manage the accounts. (They don't have to be onsite)
- Be available and willing to respond to questions
 - Social Media is TWO-WAY communication
 - Information posted must be timely and accurate



Social Media

Best Practices in Crisis Communications

- Plan before the Crisis occurs.
- Listen and Respond to the concerns of the public or your audience.
- Be open, honest, and transparent.
- Develop strategic relationship with other credible sources before the crisis occurs.
- Be available, current, and accommodating to the mainstream media during the crisis. Establish a spokesperson to continue the dialogue.
- Communicate with sympathy and understanding
- Provide messages on how the public can avoid risk or harm



In Summary

- Use it to your advantage
- Use it often, but not too often
- Social Media is a powerful tool (#1 use of internet)
 - Broadcast Worldwide to Billions of users
 - Just of many tools of the trade
- Power to the People / Empower the public





In Summary

Every Success Begins with a failure

“Success always occurs in private, and failure in full view.” - anonymous



Any Questions?
