

Emergency Management & Social Networking:

Permission to engage



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About CHHS

The University of Maryland Center for Health & Homeland Security (CHHS) is a non-profit consulting group and academic center committed to developing plans, policies, and strategies for government, corporate, and institutional clients to ensure the safety of citizens in the event of natural or man-made catastrophes.

Outline

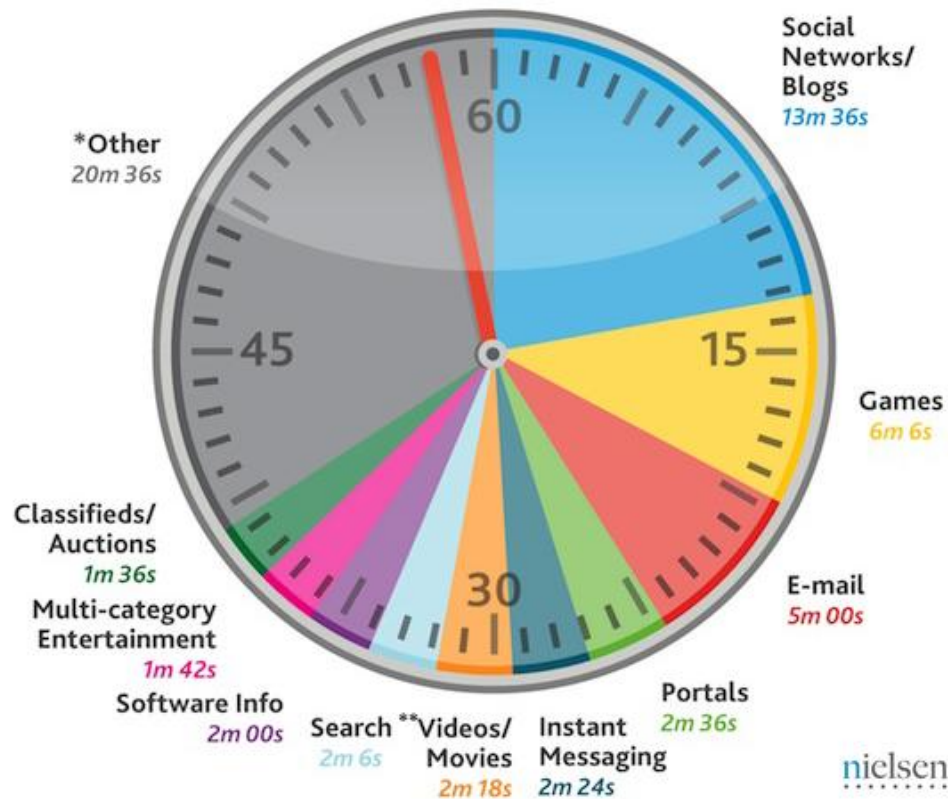
- **Facts & figures**
- **The conversation**
- **SN when there ISN'T a crisis**
- **Social customer**
- **Content**
- **Interaction**
- **Influence**
- **SN when there IS a crisis**
- **Examples**
- **ICS + SM**
- **The bottom line**
- **Questions**

Facts & Figures: Social Media

- **Facebook: 500+ million users**
- **Twitter: 200 million users**
- **90 million tweets/day**
- **Globally: 72% of internet users are part of a social network**

Facts & Figures: Social Media

If all U.S. Internet time were condensed into one hour, how much time would be spent in the most heavily used sectors?



nielsen

Facts & Figures: Social Media On the Go

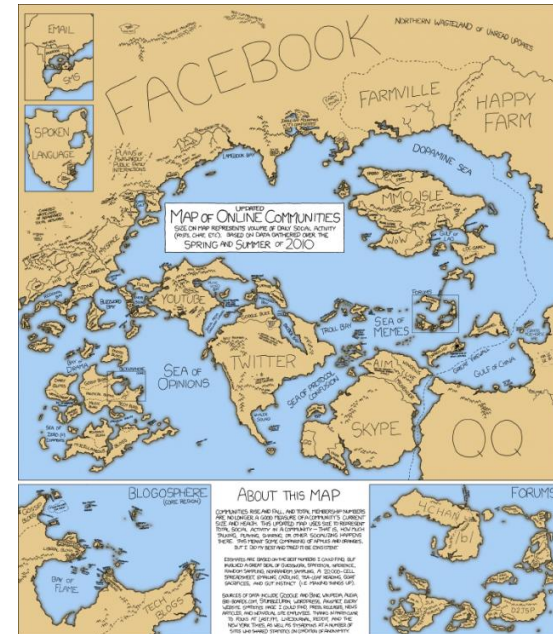
- **8 of 10 U.S. adults have a cell phone**
- **Mobile data traffic**
 - Rise 40-fold by 2015
 - 158 million mobile internet users in 2015
 - Now: social networking is 60% of mobile internet use
- **Personal Localized Alerting Network (PLAN)**
 - FEMA/FCC alert system utilizing cell phones/mobile devices

Facts & Figures: News Landscape

- **Most popular news sources:**
 1. Local TV news
 2. Network TV news
 3. Internet
- **61% get news online**
- **37% of internet users contribute, comment, disseminate news**

The conversation

- Top three ways people share information:
 1. Facebook
 2. Email
 3. Twitter



Social networking ...

**... when there isn't
an emergency**

Social customer

- **Savvy, filter for relevant information**
- **Wants curated information pushed to them**
- **Expects engagement, interaction**

Social customer

- **Bottom line: the social customer owns the relationship**
 - Customers won't be drawn to you just because you exist
 - The customer chooses to connect with you
 - You must engage social customers when they need you, not just when you need them
 - Zero engagement = severed connection

Social customer

- **How do you engage the social customer?**
 - Compelling content
 - Consistent interaction

A doomed plan

“We should be on the Facebook and the Twitter, and maybe even that YouTube-thingy.”

- Misguided communications executive

Compelling Content

- **Original**
- **Tailored to your audience**
- **Engaging**
- **Provides value**
- **Encourages interaction**

Interaction

- **Crux of social networking popularity**
 - React
 - Repost
 - Respond

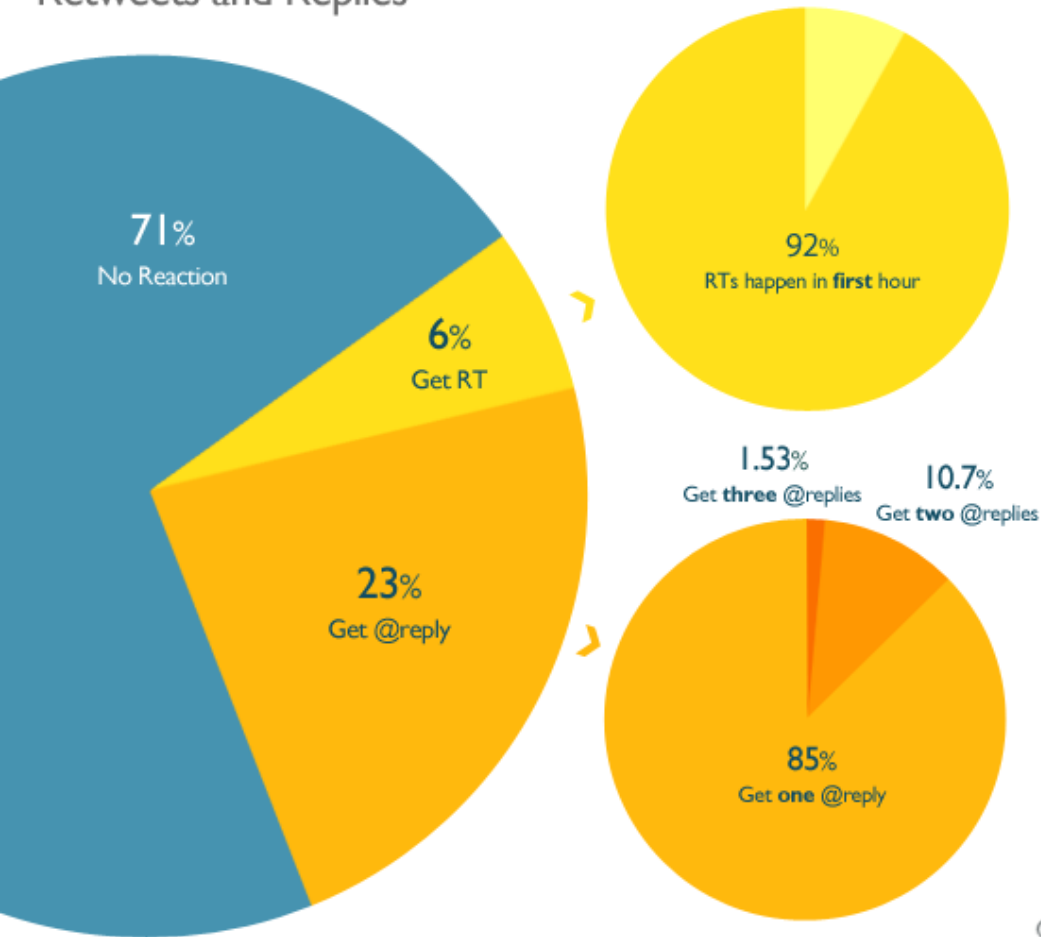
Interaction

**“Focus on long term engagement,
not short term goals.”**

- [Stacy Cohen](#) & [Marina Molenda](#)
Co-founders of [Vitamin IMC](#)

Interaction

Retweets and Replies



Are you in the 71 percent?

Compelling Content: CHHS blogs

Month of 7/10-8/10:

- Total blogs posted: **9 (viewed 939 times)**
- Overall site visits: **up 39% (1,921)**
- Blogs in top 10 landing pages: **7**
- Twitter followers: **+20 (inclu. Emergency Mgm't Mag)**

TSA blog



The image shows a screenshot of a Twitter post. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, and Sign out. The main content of the tweet is a title "Lady Gaga's Handcuffs & The TSA Permitted/Prohibited Items List" followed by a URL "http://ow.ly/2Inka" and hashtags "#tsa #travel #security #ladygaga". Below the text, it says "31 minutes ago via HootSuite" and "Retweeted by 9 people". On the right side of the tweet, there are icons for Reply and Retweet, and a star icon for favoriting. At the bottom of the tweet, the profile picture and name "TSABlogTeam" are visible, with "TSA Blog Team" as the bio. The footer of the Twitter interface includes copyright information and various utility links like About Us, Contact, Blog, Status, Goodies, API, Business, Help, Jobs, Terms, and Privacy.

twitter

Home Profile Find People Settings Help Sign out

Lady Gaga's Handcuffs & The TSA Permitted/Prohibited Items List

<http://ow.ly/2Inka> #tsa #travel #security #ladygaga

31 minutes ago via HootSuite

Retweeted by 9 people

Reply Retweet

 TSABlogTeam
TSA Blog Team

© 2010 Twitter About Us Contact Blog Status Goodies API Business Help Jobs Terms Privacy

@AR_Emergencies

Nothing has been reported to our office./RT @tsudo:
@AR_Emergencies Heard anything about #ARfire in Hot Spring
Co.?

12:55 PM Oct 15th via TweetDeck

@vashjinn Nothing has been reported to us. You may want to
check with the Little Rock Office of Emergency Management.
501.569.4130

10:48 AM Oct 14th via TweetDeck

RT @ArkRedCross: Don't forget to nominate a real life saving Hero
for consideration as an AR Hero. <http://www.redcrosslittlerock.org>
#NPM10

11:19 AM Sep 27th via Panoramic moTweets





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Suggest to Friends

Preparedness Piggy is the official mascot of the Johnson County Emergency Management & Homeland Security Office. 913-782-3038 or www.jcoem.org.

Information

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Phone:
913-782-3038
Birthday:
September 30, 2009

281 People Like This



Preparedness Piggy Like

Wall Info Photos Discussions Video

Preparedness Piggy + Others Just Preparedness Piggy Just Others



Preparedness Piggy Visits the Alamo

14 new photos
November 5 at 10:05am · Share
3 people like this.



Preparedness Piggy Visit's the San Antonio Riverwalk

13 new photos
November 5 at 9:56am · Share
Denise Kendall Russell likes this.
View all 6 comments

Preparedness Piggy Dawn-Preparedness Piggy was very busy but was proud of all the great work in raising money for the students!
November 5 at 9:43pm · Flag
Carla Crouse Northcott that lucky duck..oops i mean pig!
November 5 at 11:05pm · Flag

Influence

Who should your organization connect with online?



Why bother?

**“If we don’t practice the routine,
how can we expect it to work in an
emergency?”**

*-Dr. Richard Gist
Kansas City Fire Dept.*

Social networking ...

**... during an
emergency**

How it works

- **Information travels in both directions on Social Media Blvd.**
 - Disseminate information AND gather information
 - Respond to requests for help AND ask for help



Trending proof

- **Top trends on Twitter, 2010**

- Overall:

1. Gulf Oil Spill
4. Haiti Earthquake
8. Justin Bieber

- News events:

1. Gulf Oil Spill
2. Haiti Earthquake
3. Pakistan Floods
8. Hurricane Earl
9. Prince William's Engagement



The new 9-1-1?

- **Red Cross survey (Aug. 2010)**
 - 1 in 5 adults would use digital means (e.g., email, SM) to contact responders if they needed help and couldn't reach 9-1-1
 - 74% expect help in less than an hour
 - 69% think first responders should be monitoring social media sites in order to quickly answer requests for help
 - 35% would post a request for help directly on a response agency's Facebook page

SM in recent emergencies

- **Holiday blizzard (December 2010)**
 - Delta, JetBlue on Twitter
 - Book new reservations
 - Get flight information
 - Track lost luggage
 - Complain

“With Twitter, you have people who were reaching out looking for something, for a community of people stuck in the same situation.”

- *Stranded traveler*

SM in recent emergencies

- **Gulf oil spill (April-Sept. 2010)**
 - Louisiana Governor's Office of Homeland Security & Emergency Preparedness
 - **Twitter ([@GOHSEP](https://twitter.com/GOHSEP))**
 - Consistent detailed, valuable updates
 - Acted as content curator
 - Frequent retweets from followers

SM in recent emergencies

- **Gulf oil spill (April-Sept. 2010)**
 - U.S. Environmental Protection Agency
 - [Facebook](#)
 - Encouraged response to posts
 - [Twitter](#) (@EPAgov)
 - Started #Oil_Spill_2010
 - @LisaPJackson, EPA administrator, chimed in
 - [Flickr](#)
 - Frequent photojournalism-style picture uploads
 - Plugged pictures on Twitter, Facebook

SM in recent emergencies

- **Iceland volcanic eruption (April 2010)**
 - Airlines
 - **Facebook**
 - [SAS](#) customer service
 - [EuroControl](#) updates
 - **Twitter**
 - #ashtag = 55,000 mentions in one week
 - Flight status updates
 - Mitigated call volume to call centers

SM in recent emergencies

- **Iceland volcanic eruption (April 2010)**
 - Stranded travelers
 - **Twitter**
 - Tagged tweets to keep others informed
 - #getmehome = ride, lodging, meal offers

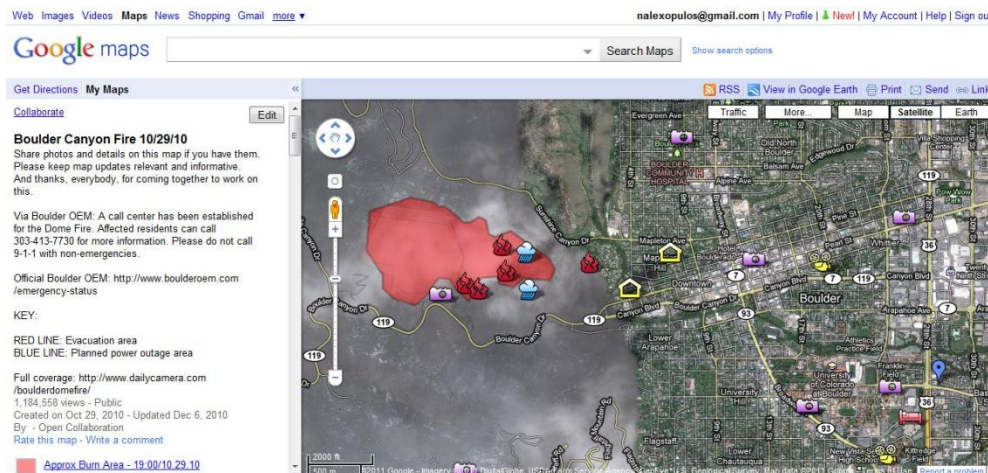
[@timlocke73](#) Two of us stranded in Berlin. Anyone driving towards England who can offer a lift in the nxt [sic] week?

SM in recent emergencies

- **Hawaii tsunami evac. (March 2010)**
 - Honolulu Emergency Management Dept. used Twitter, Facebook, texting to alert public
 - People spread the word
 - Smooth evacuation of 50,000 people

SM in recent emergencies

- **Haiti cholera epidemic (ongoing)**
 - Red Cross broadcasting SMS text messages about causes, symptoms, preventions
 - Reached ~400,000 Haitians/day as of Oct. 24
- **Boulder, CO fires (October 2010)**
 - Collaborative [Google Map](#) (crowdsourcing)



SM + ICS

- **PIO (Command Staff)**
 - SM ubiquity speeds up and augments PIO's responsibilities
 - All PIOs should be trained and prepared to disseminate information via SM, monitor info on SM, and forward info from SM, whether in the office or on the go
 - All PIOs should establish a floor for how much SM will be used at the onset of a crisis and let it grow organically

Bottom line for EMs

- **Make compelling content and consistent interaction part of your routine**
 - Incorporating content-rich social networking into your day-to-day operations is just as important as making it part of your plans, exercises, and emergency response
 - Practice real interaction
 - Build up your network
 - Establish credibility
 - Get plugged in

Bottom line for EMs

- **Don't wait! Interact substantively with the public *before* a crisis happens**

“I have a feeling if we ever get into a serious situation [our number of Twitter followers] will grow. Until we see a real life situation we won't know what it can do.”

-EM in area often threatened by hurricanes

(April 2010)

Bottom line for EMs

- **Don't wait! Interact substantively with the public *before* a crisis happens**
 - Avoid wasting valuable time getting the word out that you're ... getting the word out
 - Garner more immediate situational awareness
 - Be ready to flip the switch

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youtube.com/mdchhs