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?

- Social Networks/Blogs: 13m 36s
- Classifieds/Auctions: 1m 36s
- Multi-category Entertainment: 1m 42s
- Software Info: 2m 00s
- Search: 2m 6s
- **Videos/Movies**: 2m 18s
- Instant Messaging: 2m 24s
- Portals: 2m 36s
- E-mail: 5m 00s
- Games: 6m 6s
- *Other*: 20m 36s

*Source: 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

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 (includ. Emergency Mgm’t Mag)
Lady Gaga’s Handcuffs & The TSA Permitted/Prohibited Items List
http://ow.ly/2Inka #tsa #travel
#security #ladygaga
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
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)
      – 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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