A LITTLE BIRDIE TOLD ME
Using Social Media for Situational Awareness

Ed Tobias
Manager
Business Continuity and Disaster Planning
Associated Press
Social Media

• WHY?

• WHAT?

• HOW?
“Life has become one YouTube moment”
TWITTER STATS.....

• > 100 MILLION ACTIVE USERS

• ~ 500 NEW EACH DAY

• ~ 140 MILLION TWEETS PER DAY IN FEB. 2012

• ~ 80% FROM MOBILE DEVICES
Tweets per second

6,939  JAN 1  New Year's

4,064  FEB 6  Superbowl

5,530  MAR 11  Japanese earthquake and tsunami

3,966  APR 29  UK Royal Wedding

5,106  MAY 2  Raid on Osama bin Laden
Sohaib Athar
@ReallyVirtual

An IT consultant taking a break from the rat-race by hiding in the mountains with his laptops.
Abbottabad Lahore Pakistan · http://www.reallyvirtual.com

5,127 TWEETS
474 FOLLOWING
73,799 FOLLOWERS

Follow
View more Tweets →
ReallyVirtual Sohaib Athar
Helicopter hovering above Abbottabad at 1AM (is a rare event).
1 May

ReallyVirtual Sohaib Athar
Go away helicopter - before I take out my giant swatter :-/
1 May

ReallyVirtual Sohaib Athar
A huge window shaking bang here in Abbottabad Cantt. I hope it's not the start of something nasty :-S
1 May

ReallyVirtual Sohaib Athar
The abbottabad helicopter/UFO was shot down near the Bilal Town area, and there’s report of a flash. People saying it could be a drone.
1 May

ReallyVirtual Sohaib Athar
Report from a taxi driver: The army has cordoned off the crash area and is conducting door-to-door search in the surrounding
1 May
Tenemos sismo
- Center area without major damage.
- In coordination with federal authorities.
- North area without major damage.
- Airport in normal condition.
- Checking whether this has been ordered.
- Yes, I think so.
- No report of injuries in the valley.
CROWDSOURCING....

**tomokohosaka** Tomoko A. Hosaka
Wow, that was the biggest **earthquake** I've felt in my nine years in Japan. Very scary.
03/10/2011  Reply  Retweet  Favorite  24

**shibuya246** Shibuya246
Whole street shaking in this Tokyo **earthquake**
03/10/2011  Reply  Retweet  Favorite  16

**serkantoto** Dr. Serkan Toto
At Tokyo Narita airport Terminal 1. Big, HUGE **earthquake**, halls shaking like crazy. #kowai
03/10/2011  Reply  Retweet  Favorite  9

**jeansnow** Jean Snow
Wow, big **earthquake** while on the Narita Express, they had to stop the train. Still swaying from side-to-side.
03/10/2011  Reply  Retweet  Favorite  2
Twitter - Sep 9, 2010 9:19:20 PM - San Bruno, CA, USA
"I got out my little Android phone and went on Twitter and pulled up the grid to search for 'explosion' and got tweets coming out of the area."  - Craig Fugate, FEMA Dir. (@craigatfema)
alejandraz um, fire blazing 2.5 miles away in #sanbruno --- should we try to flee? how fast do huge explosion caused fires spread?
Twitter - Sep 9, 2010 10:24:13 PM - San Bruno, CA, USA

viperfish Big fucking explosion & fire near the house. Evacuating big time #sanbruno.
Twitter - Sep 9, 2010 9:44:00 PM - San Bruno, CA, USA

NESRA Damn a big ass explosion just went off in the san Bruno hills! Possible airplane.
Twitter - Sep 9, 2010 9:27:12 PM - San Bruno, CA, USA
CraigatFEMA Craig Fugate
Strong #Earthquake reported in New Zealand we are following #eqnz for updates #HSEM #SMEM
12 hours ago ⭐ Favorite ✉ Retweet ✉ Reply
Graeme Kiwi big shake here in Hokitika #eqnz
Twitter - Feb 21, 2011 6:53:34 PM

GreenMcDonald JESUS - this is hugel #eqnz
Twitter - Feb 21, 2011 6:53:33 PM

ChchBen Haven't felt one like that in a while.. Was that worse in town or did I just get a very local #eqnz ?
Twitter - Feb 21, 2011 6:53:30 PM

TheLogicStudio Earthquake in Dunedin #eqnz
Twitter - Feb 21, 2011 6:53:29 PM

collabguy That was a big earthquake / aftershock. Haven't felt one of those for ages. #eqnz
Twitter - Feb 21, 2011 6:53:23 PM

7point1squared HOLY COW! #eqnz
Twitter - Feb 21, 2011 6:53:21 PM

nicegear That's quite some shaking in Timaru #eqnz
Twitter - Feb 21, 2011 6:53:18 PM

TheOrganist Crap! #eqnz
Twitter - Feb 21, 2011 6:53:15 PM
http://twitpic.com/135xa - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

12:36 PM Jan 15th from TwitPic

jkrums
Janis Krums
The Other 99

Check-in & Chat

OccupyHotson @TheOther99 TIM TAKE BACK THE PARK! You won! A paralegal in the courthouse put it out. It is confirmed.

SheCre8s 25K people on all the streams put together. It’ll only grow!!!

firewiredude 8000 CURRENT VIEWERS

Dylan Novack fruit truck by the red cube

tim

FierroFlip Occupy a cream cheese pretzel

just now
#PDX BOOM
Boulder, CO Fires
IF YOU HAVE AN EMERGENCY PLEASE CALL 111. The Quake helpline is 0800 779 997.
If you are in Christchurch, you can contribute information via email (eqnzfeb@gmail.com) or free TXT 5627.
Fitzgerald Bridge by Kilmore Terrace impassable

More Information
Zoom In | Zoom Out
VIDEO
• Hulu
• ieport.com
• Live Leak
• Magma
• Vimeo
• YouTube

PHOTOS
• Flickr
• Picfog
• Twicsy
• Twitcaps
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NEWS

- ABC News Blotter
- al Shawa
- Avian Flu Diary
- Chem. Info
- Crisis Blogger
- Drudge Report
- Global Security Newswire
- Google Blog Search
- Guerra Contra El Narco
- H5N1 Blog
- Huffington Post
- Hurricane Track
- Jihad Watch
- Popular Science
- Rig Zone
- Wiki Leaks
Tweets that I follow....

- @dcfireems*
- @mcfrs
- @mcfirepio*
- @fema
- @craigatfema*
- @nycaviation
- @faaupdates
- @liveatc*
- @notifynyc*
- @nyscanner*
- @FDNY*
- @LAFD*
- @ap
- @cnnbrk
- @cbsradionews
@NYScanner: Brooklyn: Dumont Ave & Powell St Shots fired at NYPD officer, They have the perp in sight on roof of 365 Sackman St. ESU & Taru enroute.
When I Get Back I’m Going To....

- Create a social media team
- Decide what SM to monitor
- Monitor on a regular basis
- Create a position in my ECC.
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