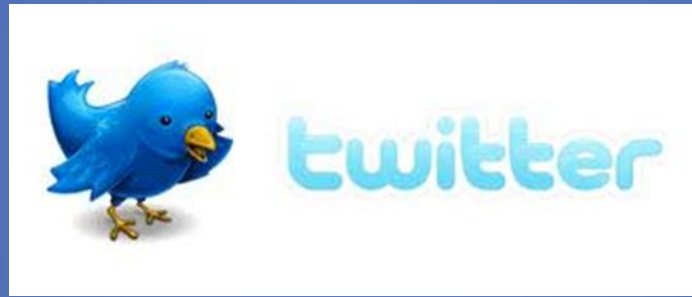


A LITTLE BIRDIE TOLD ME

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 IAN 1 New Years

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 its 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



Marcelo Ebrard

@m_ebrard

 Follow

Tenemos sismo

2:06 PM - 20 Mar 12 via Twitter for BlackBerry® · [Embed this Tweet](#)

 Reply  Retweet  Favorite



- 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. **#kawai**

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

Henrymar Holy crap. Huge
fire/ *explosion* in *San*
Bruno.

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



[GreerMcDonald](#) JESUS - this is huge! [#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

HootSuite - Mozilla Firefox

File Edit View History Bookmarks Tools Help

http://hootsuite.com/dashboard

Most Visited Google AC Associated Content - ... Bing Blogger: Create your ... Weather Underground HootSuite

HootSuite

Compose message... **Send Now**

TWITTER x +

+ Add Stream

#earthquake

30+

Gilaaa88
5:00pm via Twitter for iPhone
"@RawdhaAJ: RT @MozaAlKaabi: my heart is with those who only God knows how they're doing in Pakistan #earthquake #Pakistan 1 can only pray..

sssSaMar
5:00pm via TweetDeck
RT @IslamicReliefUK: Thankfully no reports of Human or Major Property loss #Pakistan #Earthquake

uzak_koku
5:00pm via txt
RT @Habib_Malik: Thank god no reports on human loss or any major property loss #Pakistan #Earthquake

KartikGaggar
5:00pm via web
http://www.youtube.com/watch?v=okQ_rg-5B5U
#ludhiana #earthquake

yamadamiyamidu
5:00pm via TwitBird
RT @hosshyan: RT @earthquake_jp [気象庁情報]

#pakistan

30+

SkyNewsUK
5:00pm via Twitter for Android
Magnitude 7.4 quake hits Pakistan: USGS [Reuters: World News] <http://buzzbox.us/Kap> #Pakistan #UnitedStatesGeologicalSurvey via buzzbox.com

Gilaaa88
5:00pm via Twitter for iPhone
"@RawdhaAJ: RT @MozaAlKaabi: my heart is with those who only God knows how they're doing in Pakistan #earthquake #Pakistan 1 can only pray..

sssSaMar
5:00pm via TweetDeck
RT @IslamicReliefUK: Thankfully no reports of Human or Major Property loss #Pakistan #Earthquake

Mr_Christopher
5:00pm via Mobile Web
RT @crisismappers: Citizen Report Map: #Pakistan 7.4 EQ 1/18/11 21:49UTC 473+ reports; 33 cities w/ link to add local info <http://bit.ly/f2q4ZD> ht @USGS

habib_malik

Keyword 16

Habib_Malik
4:59pm via txt
My Islamic Relief team is all on standby #Pakistan #Earthquake

Habib_Malik
4:58pm via txt
Back to back coverage of #Pakistan #Earthquake on all Pakistan media channels

gislio
4:57pm via TweetDeck
@Habib_Malik I was awake and didn't feel it - I guess one had to be lying down.

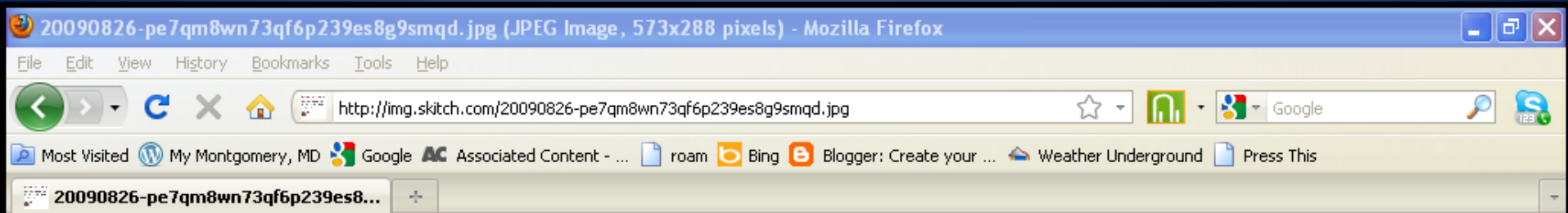
burdzeyev
4:56pm via web
follow @Habib_Malik for on the spot, up to the minute tweets about the #Pakistan #Earthquake. He's there!

Habib_Malik
4:55pm via txt
I was sleeping in my hotel here in Islamabad and then woken up by a terrifying earthquake #Pakistan

Ed Tobias Log Out »

Transferring data from a1.twimg.com...





<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



jkrooms
Janis Krums

Rotate left   Rotate right



Posted on January 15, 2009
by [jkaums](#)

[View full size](#)



Share this photo



Put this photo on your website

Views 107122

Tags



Do you tweet about working out and getting fit?
Join www.TwitFitter.com to meet people just like you!

More photos by [jkaums](#)





The Other 99

wearetheother99

Join Crowd

Pop out



7851 current / 38292 total views

Share



wearetheother99 we are the other 99

4 hours ago

Videos

Social Stream

Chat

Pop out

Check-in & Chat

Check-in to join the social stream and invite your friends



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

just now



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

just now



firewiredude 8000 CURRENT VIEWERS

just now



Dylan Novack fruit truck by the red cube tim

just now

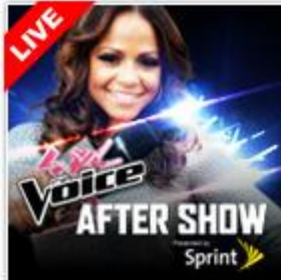


FierroFlip Occupy a cream cheese prezel

just now

More

The Voice



CNET Live



THR



Dell



Adult Swim



MTV



AustinMahone



Guggenheim



TMZ Dax Chat



Sunday School



AP Live



6 Nations Rugby



MAPSOURCING...

#PDX BOOM

PDXBOOM - Google Maps

maps.google.com/maps/ms?ie=UTF8&hl=en&oe=UTF8&start=400&num=200&msa=0&msid=105810967145978747791.000482eE

Web Images Videos Maps News Shopping Gmail more

New! Help Sign in

Google maps

Search Maps Show search options

Get Directions My Maps

RSS View in Google Earth Print Send Link

Map Satellite Earth

10163 SE 38th Ave
Milwaukie, OR 97222

Johnson

Loud and clear, much bigger boom than the first a few windows. Neighbors all heard it and were calling each other incredible, it came from s...

135th & hwy. 212

Rattled the whole house. Dogs didn't get too excited up was disturbed, cat was fine, dogs were fine even the fish...

rich on houseboat

Living room lit up and then we heard and felt a huge explosion saw the white mushroom cloud rising from the same id park where the previous e...

Heard it and felt it

It sounded pretty far away but we clearly heard it, and...

Loud boom, shook the house

"It wasn't fireworks." - posted for a coworker who doesn't...

Placemark 198

First thought was "another boom?"

Boulder, CO Fires

Google Maps - Mozilla Firefox

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http://maps.google.com/maps/ms?ie=UTF8&hl=en&oe=UTF8&msa=0&msid=107456750744474099

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Google Maps

Web Images Videos Maps News Shopping Mail more ▼

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Google maps

Search Maps Show search options

Get Directions My Maps

143-213 Left Fork Rd
Boulder, CO 80306 Burn confirm. Source: Satellite imagery: <http://www.flickr.com/photos/digitalglobe-imagery/4969438680/in/set-72157624903789094/lightbox/>

300 Shining Star Trail
Confirmed loss. Source: Homeowner, see comments.

503 Wild Turkey Trail, Boulder, CO 80302
Source: <http://www.bouldercounty.org/newsroom/templates/bocodefault.aspx?articleid=2297&zoneid=1>

Balarat Hill
Scanner: Trees reported on fire, ground crews en route. 9.10.10 4:00 PM

Fire on bald mountain
Radioed in @ 19:25, 9/7-- 300-400 sq ft fire, flames 12-15 ft ht, apparently on east side of ridge; could be on NW. Sighting confirmed on ground.

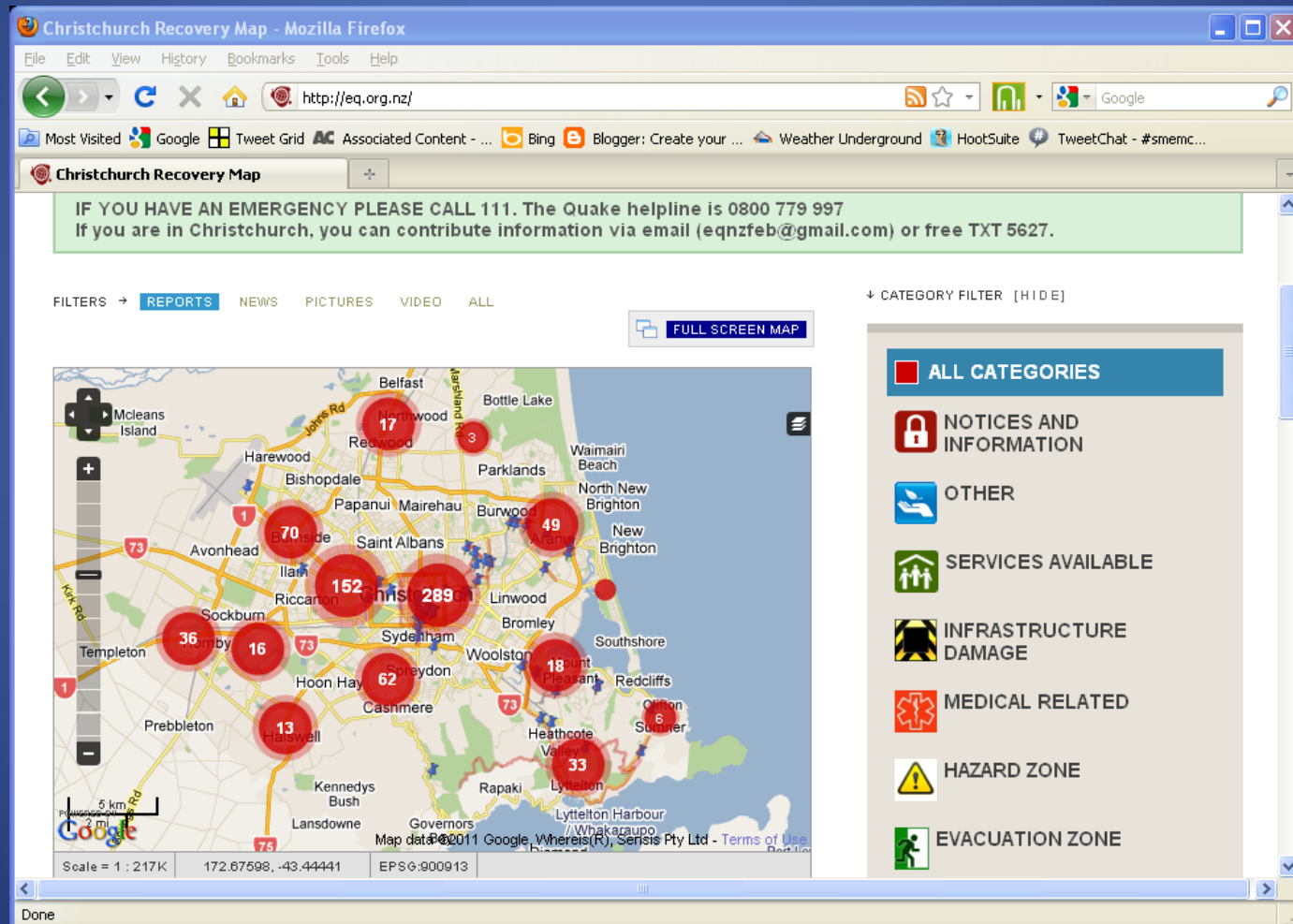
Map Satellite Earth

Traffic More...

2 mi 2 km

©2010 Google - Map data ©2010 Google - Terms of Use Report a problem

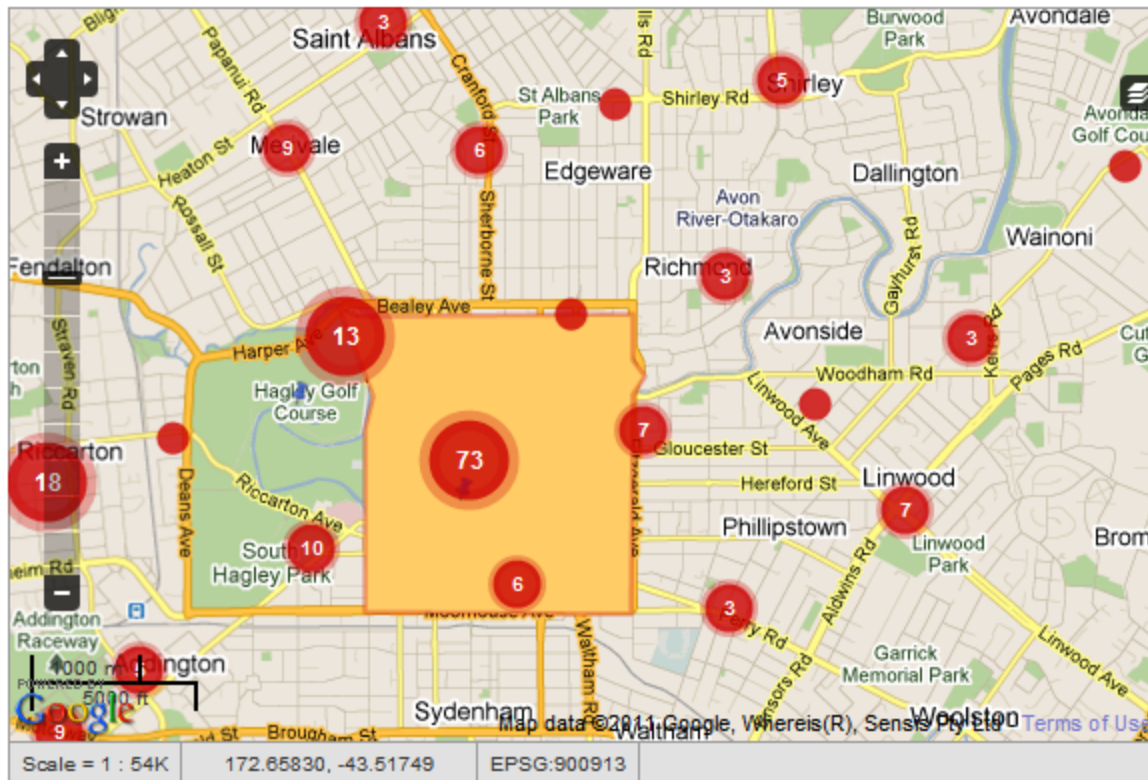
EQ.ORG.NZ



FILTERS → **REPORTS** NEWS PICTURES VIDEO ALL

 **FULL SCREEN MAP**

↓ CATEGORY FILTER [HIDE]



 **ALL CATEGORIES**

 **TRUSTED REPORTS**

 **OTHER**

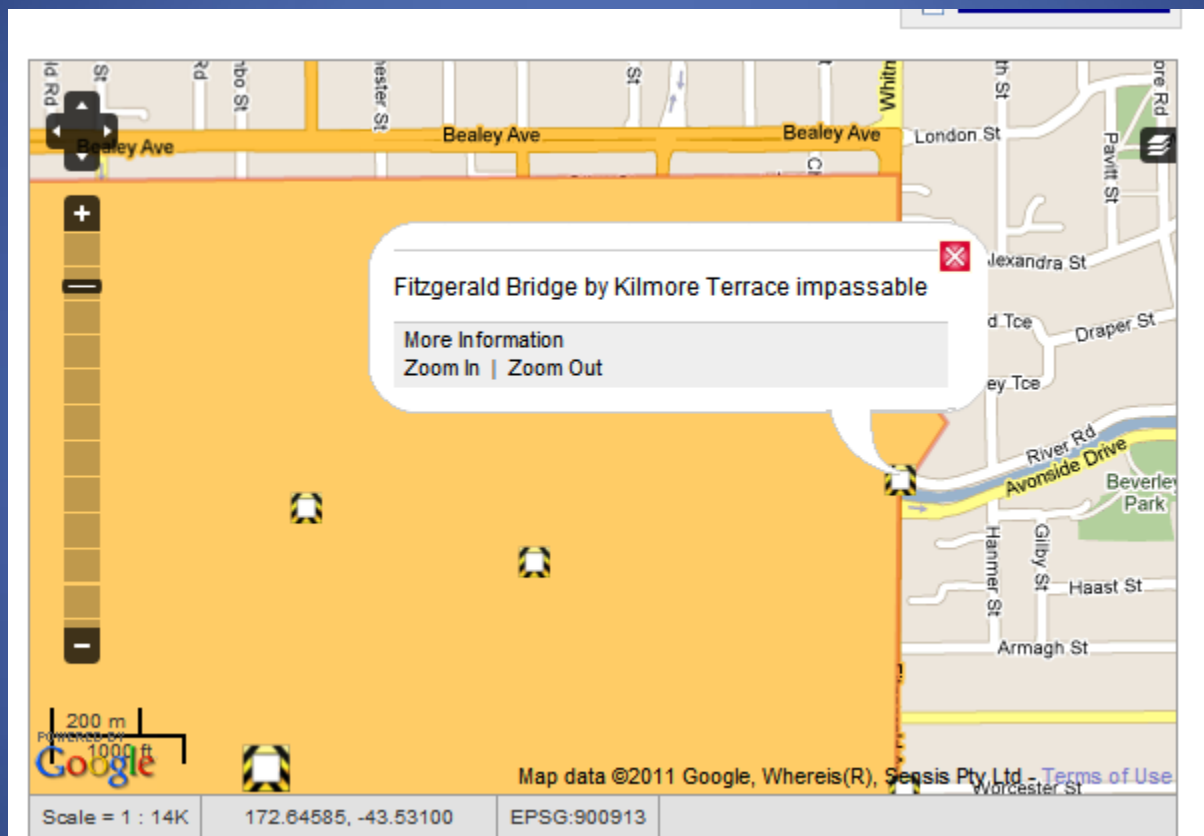
 **SERVICES AVAILABLE**

 **INFRASTRUCTURE DAMAGE**

 **MEDICAL RELATED**

 **HAZARD ZONE**

 **EDUCATION**



Wildfire Map & Satellite Images | Wildfire Disaster Interactive Map - Mozilla Firefox

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http://www.esri.com/services/disaster-response/wildfire-map/index.html

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Streetmap Satellite Imagery Topographic Map

Explore

- ☐ US Wildfire Locations
- ☐ Global Fire/Burn Areas
- ☐ Precipitation
- ☐ Fire Potential

Shared Content

☐ Show All ☒ Show Last 24hrs

- ☒ YouTube Videos (6)
- ☒ Tweets (92)
- ☒ Flickr (74)

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http://www.esri.com/services/disaster-response/wildfire-map/index.html

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Wildfire Map & Satellite Images | Wi...

Streetmap Satellite Imagery Topographic Map

Explore

- ☐ US Wildfire
- ☐ Global Fire
- ☐ Precipitation
- ☐ Fire Potential

Shared Content

☐ Show All ☒ Show Recent

- ☒ YouTube Videos
- ☒ Tweets (92)
- ☒ Flickr (74)

Riding the old Arctic Cat around the neighborhood

YouTube

0:00 / 0:00

Gulf of Mexico The Bahamas

Read i2.ytimg.com

Wildfire Map & Satellite Images | Wildfire Disaster Interactive Map - Mozilla Firefox

File Edit View History Bookmarks Tools Help

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http://www.esri.com/services/disaster-response/wildfire-map/index.html

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Wildfire Map & Satellite Images | Wi... +

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You

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Twitter

Tw

☑

Flickr

Flic

Blizzard in Chicago



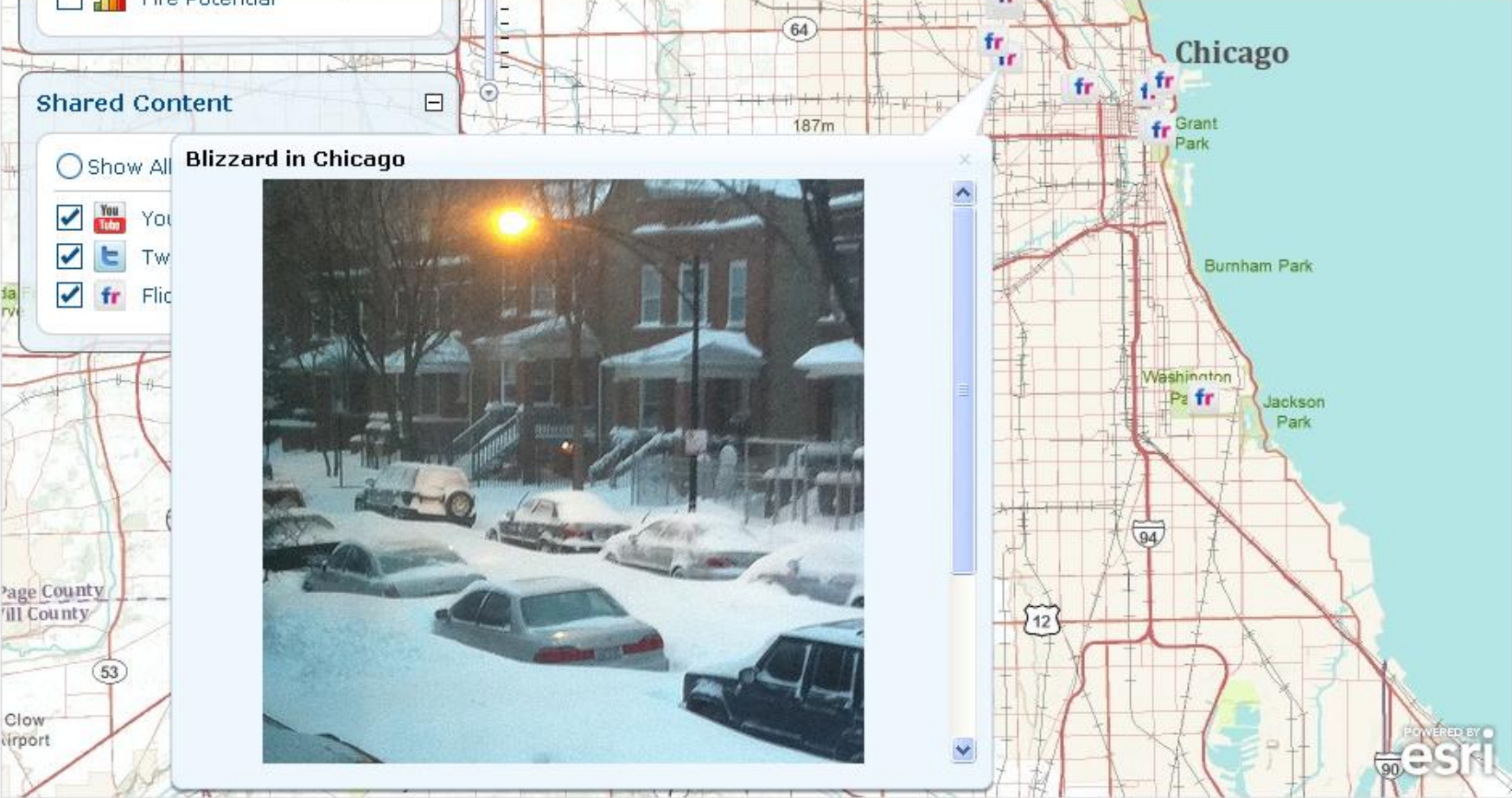
👍 Like

👤 84 people like this.

About this application.

📄

Fire Potential

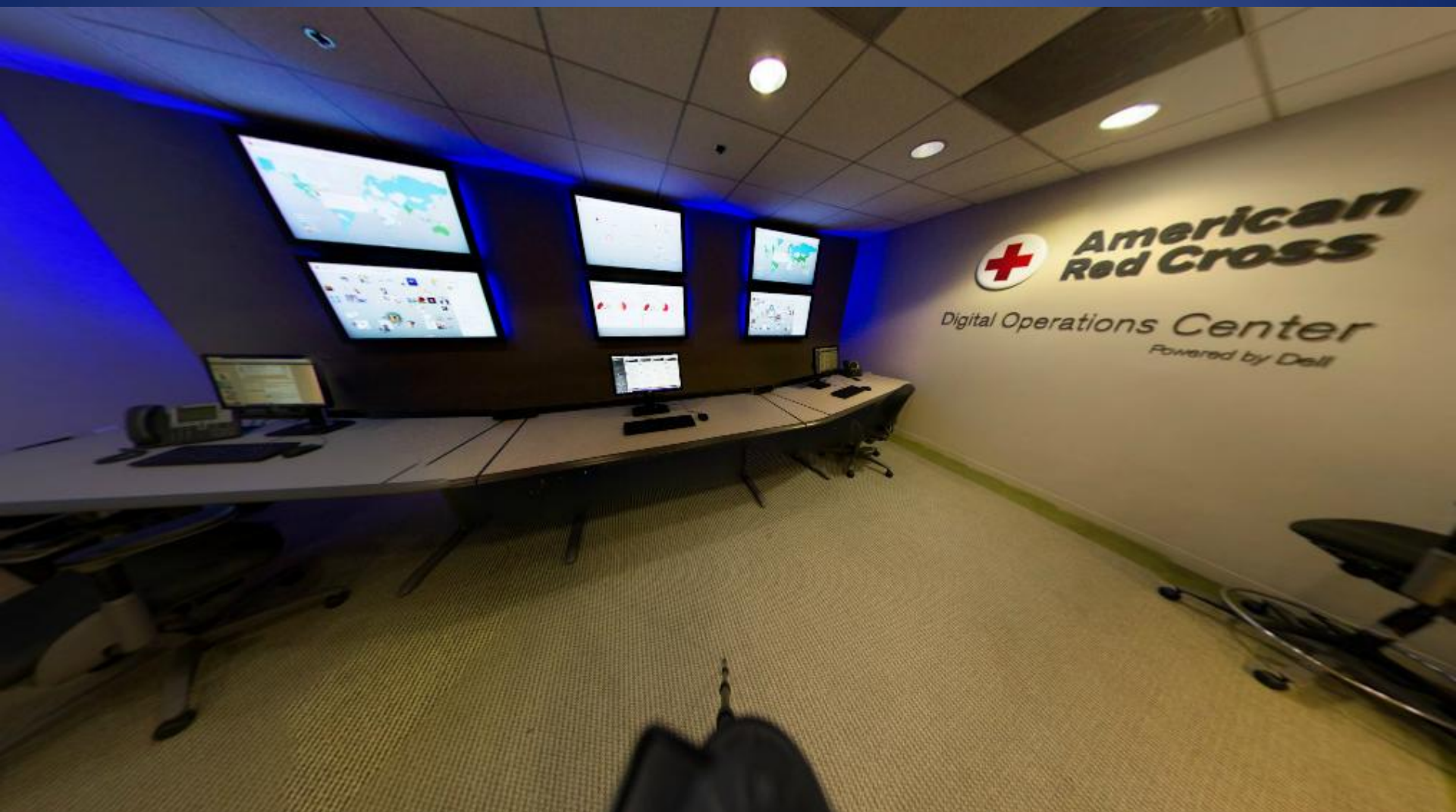


POWERED BY

esri

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Homeland Security

VIDEO

- Hulu
- ieport.com
- Live Leak
- Magma
- Vimeo
- YouTube

PHOTOS

- Flickr
- Picfog
- Twicsy
- Twitcaps



Homeland Security

SOCIAL

- Facebook
- My Space
- It's Trending

MAPS

- Global Incident
- Google Flu Trends
- Storm Pulse

TWITTER

- Monitter
- Twazzup
- Tweefind
- Tweetgrid
- Tweetstats
- Twends



Homeland Security

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
- Natl. Defense Mag.
- 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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