Social Media in Emergency Management

Alex Ambrosius, RIEMA External Affairs

Purpose

- To provide participants with an understanding of social media and its uses, current tools, methods, and models

- To properly leverage social media for crisis communication within their perspective organizations

Agenda - Module 1

- Module 1: Understanding Social Media (SM)

    1. What is SM

    2. Objectives of SM

    3. Traditional Media vs. SM

    4. Challenges of SM

    5. Choose the Right Platform to Match Objectives

    6. Community Outreach

Agenda - Module 2

- Module 2: Adopting Social Media For Your Organization

  1. Develop SM Policies

  2. Increasing Effectiveness

  3. Messaging

  4. Monitoring

  5. Learn to Deal With Trolls

  6. Building Credibility

Module 1:

Understanding Social Media

What is Social Media?

- "An innovative way of socializing where we engage in an open dialogue, tell our stories, and interact with one another using online platforms" – Associated Press

- SM allows users to share information and create online communities through the integration of technology, social interaction, text, picture, video, and audio

Objectives of Social Media

- Gets a message out faster/instantly

- Reaches more people via mobile communications devices

- Instant, highly scalable form of communication

- Relatively low operating costs

- Direct from the source

Traditional Media Vs. Social Media

Traditional Media

- One-way communication system
- Only TV & radio provides real-time info
- Info controlled by media/press
- Closed system

Social Media

- Two-way communication system
- Provides real-time info
- Info can be updated instantly by anyone
- Open system

Challenges of Social Media

- Privacy Issues

  - Organizations may be faced with the challenge of posting sensitive information

- Internal Policy

  - Policies should outline how SM will be used within your organization

- Training

  - Staff assigned to SM need to be properly trained

- Organizational Culture

  - May need to shift organizational makeup of your public relations personnel

Challenges of Social Media

- Who Will Use SM?

  - Dedicate staff solely to work on SM?

  - Assign SM as an additional duty?

  - How many people will have access?

- What SM outlets will your organization use?

- How will SM support your strategic messaging?

Choose the Right Platform to Match Objectives

Community Outreach

- SM can be utilized to portray your organization's community outreach initiatives

  - Meeting with external partners

  - Speaking at an event

  - Attending/working a conference

  - Trainings & exercises

Module 2:

Adopting Social Media For Your Organization

Develop Social Media Policies

- Policies should address the following:

  - Use of SM

  - Types of SM your organization uses

  - Proper vs. improper conduct

  - Processes

Y

Due to health and sanitary issues the YMCA requires you to wear clothes while working out.

Increasing Effectiveness

- Utilize #'s!!!

  – Improve the ability for organizations to categorize messages and to monitor more efficiently

- Prepare canned responses and posts for different types of crisis situations

  – Beneficial for emergency managers to manage during an emergency

- Utilize messaging and monitoring

Messaging

- Keep messages brief

- Include links and/or pictures

- Support a unified message
  - Work with others to help deliver an effective message to the public
  - The more partners involved, the bigger audience you'll reach

- One voice, multiple channels
  - Coordinate through single POC to speak with same voice and message throughout all channels

- Plan ahead

Monitoring

- Emergency managers can play an interactive SM monitoring role to capture situational awareness

- If your organization plans on using SM solely for broadcasting information, post a disclaimer that states you do not actively monitor to help manage public expectations

- Useful monitoring sites:
  - Twitter
  - Tweetdeck

Column 1 — 👤 User @RhodeIslandEMA

Rhode Island EMA @Rhodel... 1h
Rhode Islanders urged to be vigilant this weekend. Remember: If you see something, say something! #July4th
twitter.com/DHSgov/status/...

Homeland Security @DHSgov
Remain vigilant and be alert this #July4th weekend. Report suspicious activity to local law enforcement. #SeeSay
pic.twitter.com/vuGUjUl5Np

Open

Rhode Island EMA @Rhodel... 4h
@CynthiaToti Thanks Cynthia, you too!
💬

Rhode Island EMA @Rhodel... 5h
Each July 4th, thousands of people are injured while using consumer fireworks ow.ly/58E8n #FireworkSafety #BeSmart #BeSafe
Open

Rhode Island EMA @Rhodel... 1d
Want to receive FREE emergency notifications for your area? Register w/ #CodeRED by visiting goo.gl/sOADtH
pic.twitter.com/2eVR47J467

Open

Rhode Island EMA @Rhodel... 1d
BBQing for the #4thofJuly? Make sure to keep children away from cooking area & place grill at least 10 ft away from flammable objects
Open

Column 2 — 🏠 Home @RhodeIslandEMA

Providence Journal @projo
On Wine: 9 zinfandels to celebrate the Fourth of July shar.es/1qk9OZ
pic.twitter.com/Iu6NT66ZFn

Open

⇄ Director Belonos retweeted
Eric ▢ @Eric7747 7m
What better way to celebrate the 4th than to exercise my Second Amendment right and purchase a new Smith and Wesson!
pic.twitter.com/iAFAW7jnTf

Open

Providence Journal @projo 2m
5 great things to do for the Fourth in Rhody shar.es/1qkDUR
Open

Providence Journal @projo 2m
Judge approves subpoena of phone records in Hernandez case
shar.es/1qk9YL
Open

WPRI 12 @wpri12 3m
Narragansett town fireworks rescheduled to Sunday, officials say
Open

EM Weekly Report @emwe... 3m
Humanitarian needs at 'all-time high' ow.ly/OyP0y @PHAassociation @UNAidChief @irinnews @UNECOSOC @iaem
pic.twitter.com/3oSBa3e1OO

Column 3 — 🔔 Notifications @Rhod...

⭐ Marie Casale favorited
Rhode Island EMA @Rhodel... 1h
Rhode Islanders urged to be vigilant this weekend. Remember: If you see something, say something! #July4th
twitter.com/DHSgov/status/...

Open

⇄ Bea retweeted
Rhode Island EMA @Rhodel... 1h
Rhode Islanders urged to be vigilant this weekend. Remember: If you see something, say something! #July4th
twitter.com/DHSgov/status/...

Homeland Security @DHSgov
Remain vigilant and be alert this #July4th weekend. Report suspicious activity to local law enforcement. #SeeSay
pic.twitter.com/vuGUjUl5Np

Open

Sam Zurier followed you
Sam Zurier
@SamZurier
Father, attorney and member of the Providence City Council

⇄ Gina Raimondo retweeted
Rhode Island EMA @Rhodel... 1h
Rhode Islanders urged to be vigilant this weekend. Remember: If you see something, say something! #July4th
twitter.com/DHSgov/status/...

Homeland Security @DHSgov
Remain vigilant and be alert this #July4th weekend. Report suspicious activity to local law enforcement. #SeeSay
pic.twitter.com/vuGUjUl5Np

Column 4 — ⇄ RI State Governm...

⇄ Gina Raimondo retweeted
RIDeptEd @RIDeptEd 1d
We're excited to join the Twitter conversation and to connect with parents, students, and teachers.
pic.twitter.com/B5HvfyY75N

⇄ Gina Raimondo retweeted
Rhode Island EMA @Rhodel... 1h
Rhode Islanders urged to be vigilant this weekend. Remember: If you see something, say something! #July4th
twitter.com/DHSgov/status/...

Open

Gina Raimondo @GinaRaimo... 1h
Happy almost 4th of July! Tips on where to find fireworks, parades this weekend via @projo:
bit.ly/1emnw5u

David N. Cicilline @davidcicill... 2h
This new van will allow these seniors to take some great trips! Very excited group.
pic.twitter.com/8CCLJvChtg

Open

⇄ David N. Cicilline retweeted
Prov Community Lib @prov... 3h
A huge thank you @davidcicilline! Great interview! @StoryCorps
💬

Jim Langevin @jimlangevin 2h
It was such a pleasure to be part of @johnstonri's #SisterCity celebration with Panni, Italy (via @RhodyBeat) buff.ly/1NAemib

Column 5 — ⇄ RI State Agencies...

RI DOC @RhodeIslandDOC 1h
Have a safe and happy holiday weekend.
Open

RI State Police @RIStatePolice 1h
If you see an impaired driver this weekend or anytime, please report them immediately by calling 911 or *77.
twitter.com/MikeLaCrosse/s...

Mike LaCrosse ABC6 @Mi...
@RIStatePolice say goal is to have no deadly accidents this holiday weekend @ABC6
pic.twitter.com/4kjKQOlFD5

Open

⇄ RIPTA retweeted
David N. Cicilline @davidcicill... 3h
Now heading to @CumberlandRI Senior Center to present new van along with Mayor Murray. Thanks to @RIPTA_RI & Dir. Studley.
Open

RI State Police @RIStatePolice 2h
In #RI, individuals must at least 16 years of age to sell, purchase, store, possess, transport, or use legal #fireworks.
Open

RI DHS @RIHumanServices 2h
This is a reminder that all state offices will be closed on Monday, July 6. Please enjoy Independence Day weekend safely and responsibly!
Open

⇄ RIDOT retweeted
Quonset @QuonsetRI 5h
Repairs of the #railroad crossing over Roger Williams Way to Toray Plastics have been completed with a grant from @RIDOT #QDCStaffReport

Column 6 — 🔍 (Geocode:41.

PeopleOpposingT
10 Ridiculous Thin a "Terrorist"!
bit.ly/tlpYMJ
Have 7 days worth Pay in cash??
#WakeUpAmerica #NewWorldOrder
Open

Nicholas A. Glavin
@intelwire Big fan research. Presenti Royal Military Coll on on ISIL's use of Tw radicalization
Open

Nicholas A. Glavin
"Defining and desc population of ISIL Twitter" brook.gs/1 @BrookingsInst
Open

Nick Katsafanas
239 yrs ago today of Anglo Saxon Pr was on the literal e becoming Team A
#amazing
Open

baron @dunkindece
ISIS you call yours fuckin jackoffs.
Open

Cali Hollistery @C
Recruits from here table of foreign fig ISIS dld.bz/dJKNK
Open

Sharon @SweetFre
ISIS Leader, 'Pers In #Benghazi Atta Drone Strike shar. #tcot
Open

Sharon @SweetFre
Bernie Sanders's i in 1960s Vermont nyti.ms/1RVQOou
Open

Learn to Deal With Trolls

- Be prepared to put up with some negativity
- Distinguish between trolls and those frustrated due to event-related circumstances
  - Trolls try to disrupt, destroy, or change information to fit their own agenda
  - Trolls are typically repeat offenders
- Don't engage!
- Don't get discouraged!

Learn to Deal With Trolls

- Difference between trolling and life-threatening

- Address reporting threats in your policy

Building Credibility

- Build a reputation
  - Be a useful source of information
  - Be professional

- Create a presence
  - Establish a following BEFORE an emergency
  - Post often
  - Find a balance

- Stay involved and current with information
  - People want to know what's happening NOW

Contact Me!

- Alex Ambrosius
  - **Phone:** (401) 462-7337
  - **Email:** alexander.ambrosius@ema.ri.gov
  - **Twitter:** @RhodeIslandEMA
  - **Facebook:** facebook.com/rhodeislandema
  - **Web:** riema.ri.gov

Questions?

Twitter: @RhodeIslandEMA

Facebook: facebook.com/rhodeislandema

Web: riema.ri.gov