

Social Media: Engaging the Whole Community

Additional Information, Tips, Tricks for using Social Media in Emergency Management

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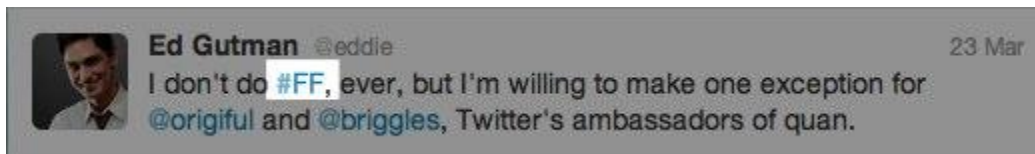
What is a hashtag (#)?

From Twitter's Help center: The # symbol, called a hashtag, is used to mark keywords or topics in a Tweet. It was created organically by Twitter users as a way to categorize messages.

Using hashtags to categorize Tweets by keyword:

- People use the hashtag symbol # before a relevant keyword or phrase (no spaces) in their Tweet to categorize those Tweets and help them show more easily in Twitter Search.
- Clicking on a hashtagged word in any message shows you all other Tweets marked with that keyword.
- Hashtags can occur anywhere in the Tweet – at the beginning, middle, or end.
- Hashtagged words that become very popular are often Trending Topics.

Example: In the Tweet below, @eddie included the hashtag #FF. Users created this as shorthand for "Follow Friday," a weekly tradition where users recommend people that others should follow on Twitter. You'll see this on Fridays.



Using hashtags correctly:

- If you Tweet with a hashtag on a public account, anyone who does a search for that hashtag may find your Tweet
- Don't #spam #with #hashtags. Don't over-tag a single Tweet. ([Best practices](#) recommend using no more than 2 hashtags per Tweet.)
- Use hashtags only on Tweets relevant to the topic.

From SM4EM.org: There are two ways that hashtags are used on Twitter. One is to organize tweets into one twitter stream so that many people can contribute their perspectives on the same conversation.

Usually this first use is only one word or an abbreviated word.

A second use for a hashtag is to illustrate a thought bubble. These tweets are generally characterized by several words linked together like #iThoughtYouMightSayThat.

General Emergency Management Hashtags that are Commonly Used:

General Hashtags

- **#SMEM** = Social Media & Emergency Management [Used to share info on the intersection between social media & emergency management. You may see articles shared, questions posed and broad information-sharing.]

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- **#SMEMChat** = Used during Friday one-hour conversations on Twitter between 12:30p-1:30ap Eastern Time
- **#EM** = Emergency Management
- **#EGov** or **#OGov** = Electronic Government or Open Government
- **#Gov20** = Government 2.0 references government use of online tools, broader than emergency management
- **#HSEM** = Homeland Security Emergency Management (discussion underway about using this instead of SMEM to designate incident underway)
- **#SM** = Social Media
- **#WX** = Weather-Specific Tweets (for state-specific, these will be preceded by state initials).
- **#2BeeRdy** = Grassroots Preparedness Website at <http://2BeeReady.org>
- **#CoEMS** = Chronicles of EMS

Conference & Association Hashtags

- **#NEMA** = National Association of Emergency Management
 - **#IAEM** = International Association of Emergency Management
 - **#UASI** = Urban Area Security Initiative
 - **#VSMWG** = Virtual Social Media Working Group (w/ DHS Science & Technology Directorate)
 - **#IAEMETC** = IAEM Emerging Tech Committee
 - **#VOST** = Virtual Operations Support Teams
 - **#HMRD** = Humanity Road
-

The following list of helpful information was provided (via Twitter) by a great SMEM partner, Scott Reuter (@sct_r):

Another reason to be on Twitter! Why recreate the information when there are those out there that have already done it and share for the greater good!

Great social media blogs and websites

SM4EM.org is a great social media for emergency managers website created and curated by Cheryl Bledsoe @CherylBle of CRESA:

[Virtual Operations Support Group](#)

[idisaster 2.0 blog by Kim Stephens](#)

[The Face of The Matter blog by Jim Garrow](#)

[“Crisis Comms Command Post” blog by Patrice Cloutier](#)

[Patrick Meier’s “iRevolution” Blog](#)

[thinkdisaster](#) blog by Scott Reuter has lots of great posts on VOST strategies, techniques and tools.

Eric Holdeman’s [“Disaster Zone” blog](#)

[DISASTERS 2.0 blog](#) by Adam Crowe: Practical and strategic application of social media for emergency managers

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Gisli Olafsson [“Dealing with disasters” blog](#)

[TheRedElm blog](#): Communications, culture, technology, and social good

[The National Disaster Preparedness Training Center \(NDPTC\)](#) offers a great **FEMA-Certified (PER-304)** basic [Social Media for Natural Disaster Response and Recovery course](#). And it’s free!

Ask your local Emergency Manager to consider sponsoring the course. (I teach this course, so please tell them I referred you. ~SR)

NDPTC also offers training and educational programs related to homeland security and disaster management, with a specific focus on natural hazards, coastal communities, and the special needs and opportunities of islands and territories.

FEMA Social Media Beginner Online Course: [IS-42: Social Media in Emergency Management](#)

[LLIS.gov “Lessons Learned Information Sharing” DHS/FEMA site](#)

FEMA .gov Hurricane Sandy Rumor Control page:

<http://www.fema.gov/hurricane-sandy-rumor-control>

[Project EPIC](#)

“Empowering the Public with Information in Crisis”

[Red Cross Digital Operations Center](#)

[The Red Cross 2010 Emergency Social Data Summit](#) in August of 2010 was the conference that first got me fired up to engage in social media, so I always link back to this event as a turning point for myself and many who work in social media and disasters.

Great technology blogs and websites

[mashable.com](#)

[TechCrunch.com](#)

VTC’s (Virtual Technical Communities)

[Standby Task Force](#)

[Humanity Road](#)

[Crisis Commons](#)

[Random Hacks of Kindness](#)

[GWOB.org \(Geeks Without Bounds\)](#)

[Digital Humanitarian Network](#)

Social Media for Disasters - Related Videos

[Erik Qualman “Socialnomics” video](#)

[NEW version of Erik Qualman video! \(Thanks @Alisha Beth\)](#)

[FEMA Chief Administrator Craig Fugate 140 ConferenceNW Intro video](#)

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Ushahidi Director Juliana Rotich describes crowdsourcing for humanity:

<http://www.youtube.com/watch?v=iLh4kB3doLQ&sns=tw>

via @MariaLuisaMoreo

Gerald Baron

"Social Media & Crisis Communications: A Whole New Game"

(thx @bbdd333 for the URL update info! -sr)

Chief Bill Boyd

"You Can't Be Fast Enough: Social Media in Emergency Response"

VOST Basics Presentation/Webinar recorded for the National Library of Medicine and the National Institutes of Health

by Scott Reuter and Marlita Reddy-Hjelmfelt

(based on original VOST Basics presentation by Caroline Milligan and Scott Reuter, with additional in-depth discussion of VOST workflow by Marlita Reddy-Hjelmfelt) found

here: <http://www.slideshare.net/CMilliganNZVOST/vost-presentation-basics>

"twitter and earthquakes" vids

Tweets mentioning "earthquake" immediately following Virginia earthquake:

http://www.youtube.com/watch?v=XJ1EQbmJ_LQ

Virginia Earthquake - Social Media vs Seismic Waves:

<http://www.youtube.com/watch?v=eZCLboTRTDQ>

look how FAST TweetDeck is updating from the 5.8 earthquake in Virginia:

<http://www.youtube.com/watch?v=mHU6-GGNKNQ>

(funny twitter commercial) Twitter - faster than an earthquake:

<http://www.youtube.com/watch?v=ug-vjWEKBGg>

Studies and papers on social media use for disasters

Update: Pew Research Center: The Demographics of Social Media Users - 2012

"The Deployment of Trusted Digital Volunteers in the

2011 Shadow Lake Fire": Lise St. Denis/ Amanda L. Hughes/ Leysia Palen (pdf)

The Use of Social Media for Disaster Recovery (pdf) by Rebecca and Genevieve Williams, and

David Burton - discusses use of social media on Joplin and Branson Tornadoes (pdf)

"Working & Sustaining the Virtual 'Disaster Desk' " Kate Starbird and Leysia Palen

SELECTED ACADEMIC and GOVERNMENT RESOURCES ON SOCIAL MEDIA AND EMERGENCY MANAGEMENT

Prepared by Kim Stephens, lead blogger, [iDisaster 2.0](#)

Misc. Social Media tools

[Create short, trustworthy .gov URLs: Go.USA.gov](#)

Social Media Search and Monitoring tools:

Social Media Lists:

[how-to: twitter lists for disasters](#) by Scott Reuter

[how-to: facebook interest lists](#) by Marlita Reddy-Hjelmfelt

twitter-specific searches:

Link to [Basic twitter search](#)

Link to [Advanced twitter search](#)

<http://trendsmap.com/>

<http://twitterfall.com/>

[Using Advanced twitter search \(helpful for smartphone and tablet searches\)](#)

[a basic twitter geocode search how-to guide](#) by Scott Reuter

Simple twitter geocode searches

briefly, you will need to get the lat/long for the location (from [iTouchMap.com lat/long finder](#)) that you intend to geosearch, then add it to the following geocode, then insert it in a search window:

sample geocode:

geocode:45.523452,-122.676207,10km

(lat/long "45.523452,-122.676207" is for downtown portland, oregon - the search is centered on that lat/long and extends out for 10km. searches can be a minimum of .1km and maximum of 2500km)

be sure you don't leave any spaces or take out the commas when you copy your lat/long in to the geocode search or it won't work.

Other social media search tools (not twitter-specific)

Social Mention

<http://www.socialmention.com/>

IceRocket

<http://www.icerocket.com/>

[Use Google Alerts](#) Be sure and make use of advanced google searches; you can set up ongoing automatic searches and google will alert you via email with daily search results.

[Bing Social](#) - A useful tool to monitor search terms on Twitter and Facebook

TWEETGRID MULTI-COLUMN GEOSEARCH TEMPLATES:

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Instructions for use:

NOTE: due to twitter API changes, tweetgrid is currently not working. Tips below still apply to twitter search, but unfortunately not in tweetgrid for now. [Here's a post on the latest VOST multiple column search technique.](#)

The VOST practitioners have a new recommendation in the above post for setting up and sharing an activation-specific tweetdeck account so that you can set up many searches at one time and then

1 - Go to <http://itouchmap.com/latlong.html> to get the latitude/longitude for the search

2 - open the URL below in a browser:

TWEETGRID 1x5 geosearch TEMPLATE with searches at: .1km - 10km - 50km - 100-km 200km:

<http://tweetgrid.com/grid?geocodel=10&q1=%3A%20.1km&q2=geocode%3A%2010km&q3=geocode%3A%2050km&q4=geocode%3A%20100km&q5=geocode%3A%20200km>

TWEETGRID 1x5 geosearch TEMPLATE minus RTs with searches at: .1km - 10km - 50km - 100-km 200km:

<http://tweetgrid.com/grid?l=10&q1=-RT+geocode%3A%20.1km&q2=-RT+geocode%3A%2010km&q3=-RT+geocode%3A%2050km&q4f=-RT+geocode%3A%20100km&q5=-RT+geocode%3A%20200km>

3 - copy/paste the lat/long into the “blanks” in each of the tweetgrid search columns (looks like this “_____” - just doubleclick to select and paste the lat/long in)

NOTE: AFTER YOU’VE SET UP THESE SEARCHES, YOU CAN SAVE THEM BY SELECTING the “FULL ADDRESS” link at the top of the tweetgrid window, then copy the URL link out of the browser window and save it somewhere for later.

detailed search instructions from a blog post I wrote called: [“finding and sharing disaster info on twitter”](#)

twitter search step-by-step numbered summary:

1- open tweetgrid.com – choose “[1x10 sidescrolling](#)”; run wordsearches [disastertype placename] to search for a location

2- Go to iTouchMap.com and enter the place name to get a lat/long

3- Create a tweetgrid multicolumn geosearch using this template:

[TWEETGRID 1x5 geosearch TEMPLATE minus RTs with searches at: .1km – 10km – 50km – 100-km 200km:](#)

4- Refine your searches based on new location info by repeating the above searches with new location names found from first search results

5- Watch for hashtags and share; create new text searches for [[#hashtag](#) evacuation]

[[#hashtag](#)shelter] [[#hashtag](#) closed] etc...

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6- save and share the most useful tweetgrid searches with others (click on “Share: [Full Address]” then copy URL from browser address window)

NOTE: practice, practice, practice! The more you practice using these tools, the more second-nature it will become. Try different column layouts, different searches on big events (other peoples’ disasters, or sporting events, conferences, etc...)

NOTE2: Save the geosearch template somewhere handy – bookmark an empty one or save in your notes – so that you can set up and operate quickly.

NOTE: due to twitter API changes, tweetgrid is currently not working. Tips below still apply to twitter search, but unfortunately not in tweekgrid for now. [Here’s a post on the latest VOST multiple column search technique.](#)

Examples of recovery blogs/sites

Recovers.org

RebuildJoplin.org

[Astoria Fire Blog](#)

[Branson Tornado Info facebook page](#)

CrowdMap

<https://crowdmap.com/>

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VOST (Virtual Operations Support Team) info

[“VOST Questions Answered”](#): Great post by Jeff Phillips on the current state of the VOST Initiative:

[VOST \(Virtual Operations Support Team\) Basics](#)

[VOST Activation & Training Guide](#)

VOST Basics Presentation/Webinar recorded for the National Library of Medicine and the National Institutes of Health

by Scott Reuter and Marlita Reddy-Hjelmfelt

<https://webmeeting.nih.gov/p88541552/>

(based on original VOST Basics presentation by Caroline Milligan and Scott Reuter, with additional in-depth description of workflow by VOST expert and PNW2 VOST Team Lead Marlita Reddy-Hjelmfelt): <http://www.slideshare.net/CMilliganNZVOST/vost-presentation-basics>

[Screenshot/image of a VOST workbook](#)

[Link to sample VOST workbook](#) at TheRedElm.com blog, thanks

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to Marlita Reddy-Hjelmfelt - @TheRedElm

[Link to get to the related NLM/NIH Presentation description, recording and transcript of the presentation](#)

[VOSG.us](#) (many thanks to [Joanna Lane](#) for maintaining this site for the VOST initiative)

Misc. Resources

Prepared Public Messages by @AnaheimCERT:

<https://docs.google.com/spreadsheet/ccc?key=0Ammf-AM-S2F6dGotQU1HNI95N3FMSjFkX0x4dGIQSEE#gid=0>

via @s[media4em](#):

A few years old, but an article talking about Universities reconsidering emails [chronicle.com/blogs/wiredcam...](#) #NDPTC

Red Cross Article: [More Americans Using Mobile Apps in Emergencies](#)

[Lessons Learned from Superstorm Sandy](#) slideshare by Mary Jo Flynn @MaryJoFly

[MLA: How do I cite a tweet?](#)

Last Name, First Name. (User Name).

"The tweet in its entirety." Date, Time. Tweet.

Social Media Policies

[Handbooks, Policies and Guidance for Staff collected by Kim Stephens on the iDisaster2.0 blog:](#)

<http://idisaster.wordpress.com/bibliography/handbooks-compendia-policies-and-guidance-for-staff/>

[Database of social media policies:](#)

<http://socialmediagovernance.com/policies.php>

Social Media Statistics

Must See Social Media Statistics: Social Media Today

<http://socialmediatoday.com/node/1656466>

Pew Internet Research Social Media Study:

[The Demographics of Social Media Users 2012 by the Pew Research Center](#)

Analytics - related:

The 2013 Twitter Marketing Guide by KISSmetrics

Great advice for setup, operation and analyzing your twitter account:

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<http://blog.kissmetrics.com/2013-twitter-marketing-guide/>

Real time web analytics for emergency services blog post and video presentation by Gahlord Dewald of Thoughtfaucet.

<http://thoughtfaucet.com/making-things/how-to/real-time-web-analytics-for-emergency-services/>

How to Use the New Facebook Insights - social media examiner blog

<http://www.socialmediaexaminer.com/new-facebook-insights/>

3 most useful metrics in the new Facebook insights from the Inside Facebook blog:

<http://www.insidefacebook.com/2013/07/29/3-most-useful-metrics-in-the-new-facebook-insights/>

Data/account Verification

TinEye Reverse Image Search - <http://tineye.com/>

Video on using Google Image search: <http://www.youtube.com/watch?v=t99BfDnBZcl>

Mapping Related

Crowdmap Basics - Creating a Deployment (youtube video)

<http://www.youtube.com/watch?v=GjPc39OXr6I>

GovLoop Guide: The Mapping Revolution: Incorporating Geographic Information Systems in Government: http://www.govloop.com/profiles/blogs/govloop-guide-the-mapping-revolution-incorporating-geographic-inf?utm_content=buffer8b6c6&utm_source=buffer&utm_medium=twitter&utm_campaign=Buffer

^Thanks Chris Tarantino!

Misc. Coolstuff

[What is reddit?](#) (Great intro video to reddit):

<http://www.youtube.com/watch?v=tII022aUWQQ>

[downrightnow](#) monitors the status of your favorite web services, combining user reports and official announcements to tell you when there's service trouble. You can help! File a report here or on Twitter to let others know when you've encountered a bug or outage
-or-

<http://sitedown.co/reports>

[System Status - Apple Services, Stores, and iCloud](#)

[Wolfram Alpha Computational Knowledge Engine](#)

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(example: for finding statistics fast)

Wolfram|Alpha's knowledge base covers an immense range of areas

[TagDef.com](http://tagdef.com)

Discover what hashtags mean, and add your own definitions in seconds.

[BatchGeo.com](http://batchgeo.com)

How fast and simple is BatchGeo? Its as easy as:

1. Copy your data in a spreadsheet program or table (ctrl+c)
2. Paste your data into [BatchGeo](http://batchgeo.com) Step 1 (ctrl+v)
3. Click "Map Now"
4. You're done!

INFOGRAPHIC: The Ultimate Complete Final Social Media Sizing Cheat Sheet

twitter "Fake follows" checkers:

<http://www.twitteraudit.com/twitter>

<http://fakers.statuspeople.com/Fakers/V/1>

<http://www.socialbakers.com/twitter/fakefollowercheck/>

Crowdsourcing

Creating and using google forms

<http://support.google.com/drive/bin/answer.py?hl=en&answer=87809>

CrowdMap

Crisis Cleanup

How do you organize 30,000 volunteers from 100 organizations to 5,000 locations across a 500-mile arc in 8 weeks? You don't. You let them organize themselves.

CrisisCleanup [DEMO](#)

[The Rogue Genius Micro-Tasking System](#)

<http://www.tweetarchivist.com/>

Twitter-specific info

Simply Measured Blog:

[10 Ways to Measure Twitter Audience Beyond Follower Count](#)

[Introducing Fast Follow, and other SMS tips](#)

@Doyle0213 favorite vid: (WARNING: some profanity)

<http://www.collegehumor.com/video/6853117/look-at-this-instagram-nickelback-parody>

Google Plus info

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[Google+ in your crisis comms plan?](#) by Ben Proctor (@likeaword)

[PLUS ONE: Why Google+ is now part of the comms landscape](#)

Pinterest Info

Ham Radio and Social Media

[Why Ham Radio Endures in a World of Tweets](#) - wired tech

link to this doc:

https://docs.google.com/document/d/1_bJZdFRXAHoJW-2eax902uzKJ4vTuoNqOPbtNu6vMQY/edit?usp=sharing

Exercising in Social Media

Exercising Safely in Social Media

by Cheryl Bledsoe

<http://youtu.be/Si8jkVVA9mQ>

Social Media in Emergency Management - Using Conferences to Exercise Social Media

by Mary Jo Flynn

<https://www.llis.dhs.gov/content/social-media-emergency-management-using-conferences-safe-exercise-opportunities>

California Volunteer CERT Conference Social Media Exercise After Action Report

<https://www.llis.dhs.gov/content/social-media-emergency-management-using-conferences-safe-exercise-opportunities>

Social Media Webinars

DHS S&T Reports

S&T Virtual Social Media Working Group re-releases reports on social media for emergency response

<http://www.firstresponder.gov/FRBlog/Post.aspx?ID=187>

Questions? Comments?

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