

Social Media: Engaging the Whole Community

#SM4EM
#SMEM

December 10, 2013
Emergency Human Services Conference
Jefferson City, MO

Introduction:

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[@CharityJ27](#) (opinions/tweets are my own)



Goals

- Community Involvement?
 - Do you want your community to be more personally prepared?
 - Do you need community volunteers during and after disasters?
- Do you need immediate situational awareness during a disaster?
 - Do you have enough staff to give status updates from every corner of your community?

What is Social Media?

- ◉ The collective of online communications channels dedicated to community-based input, interaction, content-sharing, and collaboration.
 - > Forums (Reddit)
 - > Microblogging (Twitter)
 - > Wikis (Wikipedia)
 - > Social Networking (Facebook, Vine, LinkedIn, Instagram, Google+)
 - > Crowdsourcing



What is Social Media?

Most traditional media now has a social component, too

- Comment section
- Tweet polls & responses (hashtags)
- Facebook discussions



Who uses Social Media?

Greater than 2/3!

	All internet users (n=1,895)	72%
a	Men (n=874)	70
b	Women (n=1,021)	74
	Race/ethnicity	
a	White, Non-Hispanic (n=1,331)	70
b	Black, Non-Hispanic (n=207)	75
c	Hispanic (n=196)	80 ^a
	Age	
a	18-29 (n=395)	89 ^{bcd}
b	30-49 (n=542)	78 ^{cd}
c	50-64 (n=553)	60 ^d
d	65+ (n=356)	43
	Education level	
a	No high school diploma (n=99)	67
b	High school grad (n=473)	72
c	Some College (n=517)	73
d	College + (n=790)	72

	Annual household income	
a	Less than \$30,000/yr (n=417)	75
b	\$30,000-\$49,999 (n=320)	72
c	\$50,000-\$74,999 (n=279)	74
d	\$75,000+ (n=559)	71
	Urbanity	
a	Urban (n=649)	74
b	Suburban (n=893)	71
c	Rural (n=351)	69

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 – May 19, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.

Note: Percentages marked with a superscript letter (e.g., ^a) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g. age).

Ages 65 + have roughly tripled their presence on social networking sites since 2009 (13%)

The fast growing demographic on SM is 55-64

Why Should We Use Social Media?

In disasters, what is the first thing that goes down?

Communication!!

Another tool for communication tool box

- Social networking sites on mobile phones is like texting – minimal bandwidth – it still works
- 189 mil. Facebook users are “mobile only”
- 25% of smartphone owners (age 18-44) say they can’t recall the last time their smartphone wasn’t next to them.
- Charging stations have become a priority (Superstorm Sandy)

Why?

It's being used whether you are participating or not:

- 24 hrs immediately after the Moore tornado struck, the 10 most viewed YouTube videos were seen a combined 1.8 million times.
- 7 of 10 were shot by eyewitnesses unaffiliated with a news organization.



Why SM?

Increasing requirement by the public!!

39% of all American adults took part in some sort of political activity on a social networking site during the 2012 campaign. 3% in 2008



Charity J. Hunter @CharityJ27

6 Feb

Great point! MT@densaer: A pop. used to new iPhone every 16 mos expects EM to move at the speed of society.engage or fail.
[#femathinktank](#)

Expand

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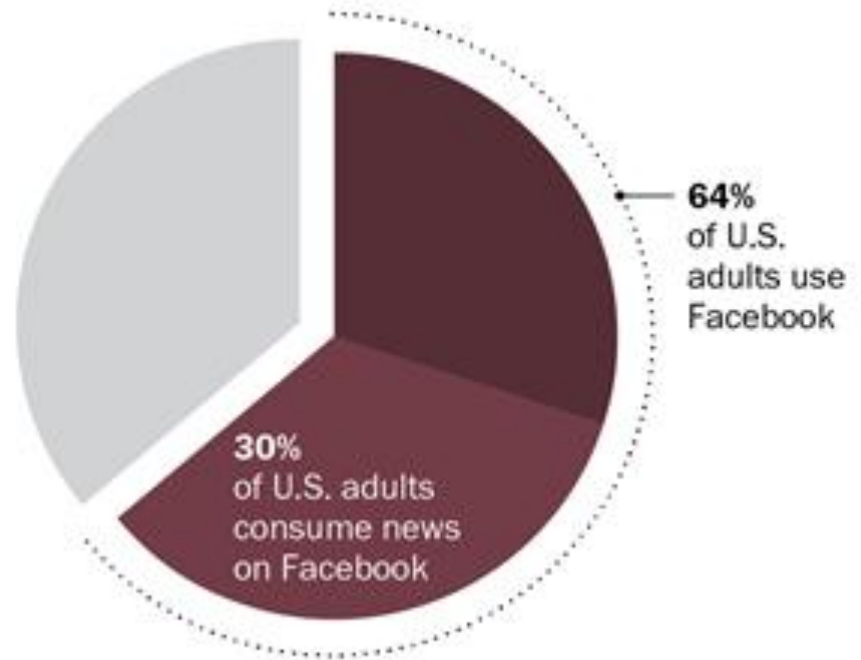
6 Feb

RT @densaer A huge difference between Katrina and Sandy is the spread of smartphones at every level of society, empowerment.
[#femathinktank](#)

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Facebook and News



Of the 30% of U.S. adults who consume news on Facebook...



Facebook News Survey Aug. 21-Sept. 2, 2013

PEW RESEARCH CENTER

Why SM?

- Immediate situational awareness



Rick Reed

The video i took while at Fastrip on east 20th street. We huddled in the back of the store until the glass got sucked out , then ran into the walk in storage...



3 YEARS AGO



Tornado in Joplin - Six Blocks Away From My Home

AARON DURALL · 44 YEARS AGO



Twitpic

CAPITAL PARTNERS FOR EDUCATION · 44 YEARS AGO

Why?

Push your message



American Red Cross ✓

@RedCross

Follow

You can help us respond in [#Joplin](#) & continue our work in other states. Txt REDCROSS to 90999, or online: <http://bit.ly/eZJDoJ>

9:01 AM - 23 May 2011

2,621 RETWEETS 56 FAVORITES



St. John's Health System

Those who have found medical items among debris in your area, please hang on to these items at this time. They will be collected. More information to come.

4 hours ago

👍 2 people like this.



Michele M Lator Murray There has been a huge amount of documents and x-rays found in the Walnut Grove area!! I have attempted to find a local church to be a central drop off place.

4 hours ago · 👍 1 person



Boston Police Dept. ✓

@bostonpolice

Follow

[#MediaAlert](#): WARNING: Do Not Compromise Officer Safety by Broadcasting Tactical Positions of Homes Being Searched.

7:52 AM - 19 Apr 2013

19,486 RETWEETS 1,219 FAVORITES



Boston Police Dept. ✓

@bostonpolice

Follow

[#MediaAlert](#): WARNING - Do Not Compromise Officer Safety/Tactics by Broadcasting Live Video of Officers While Approaching Search Locations

12:14 PM - 19 Apr 2013

4,043 RETWEETS 346 FAVORITES



Charity J. Hunter @CharityJ27

Please don't run generators indoors! So sad RT [@kmbc](#): Siblings die from CO poisoning in KCK home on.kmbc.com/13T4Wpw

🗨️ View summary

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26 Feb

10:14 PM

Why?

Correct false information & messages



Charity J. Hunter @CharityJ27

25 May 11

RT"@MoGov: #Joplin boil order has NOT been lifted."

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Southeast Missourian @semissourian

25 May 11

SEMA asks for supplies to be taken to central distribution point in #Joplin: <http://bit.ly/kkyu5D>

🔄 Retweeted by Charity J. Hunter

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Charity J. Hunter @CharityJ27

22 May 11

Self deployed volunteers burden the system and may not be able to be put to work.

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Charity J. Hunter @CharityJ27

22 May 11

Medical professionals that want to volunteer to help in #joplin should register through showmeresponse.org. Please do not self deploy!!

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Charity J. Hunter @CharityJ27

23 May 11

@CharityJ27 @cnnbrk unregistered volunteers stress the system and hinder response efforts.

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Charity J. Hunter @CharityJ27

23 May 11

@cnnbrk please do not tell volunteers to self deploy to #Joplin. Medical profs should register at www.showmeresponse.org

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Charity J. Hunter @CharityJ27

22 May 11

Med. Professionals must be credentialed before facilities can put them to work. [#showmeresponse.org](http://showmeresponse.org) can be credentialed by morn. #Joplin

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- **8:30 p.m.** - [Steve Templeton](#) is updating viewers on the unfolding weather scene. He is interrupted by KMOV meteorologist [Matt Chambers](#). "Steve, I have to stop you for just a moment," says Chambers. "The folks back in the control room just tell me, and there will be more information on this shortly I'm sure, and this is an exact quote from the control room, 'We have a mass casualty episode at the Holiday Inn in Earth City.'" Chambers adds, "What I can say right now is mass casualty event at the Holiday Inn in Earth City."
- **8:30 p.m.** - Viewer **Stephen Bolen** [tweets](#), "Mass casualty at the Holiday Inn in Earth City, per KMOV. [#stlwx](#)"
- **8:41 p.m.** - [Andy Carvin](#), senior strategist at NPR, [tweets](#), "Apart from KMOV, is anyone else reporting a "mass casualty event" at the Earth City, MO Holiday Inn? Can't find independent sources."
- **9:01 p.m.** - The station goes to [Chris Stanford](#) at the Holiday Inn in Earth City. "A number of emergency personnel on scene treating some of the victims. We've seen panels of part of the hotel kind of strung about this area so we're not sure yet the extent of the damage to the building, how many people were hurt or if there are casualties how many people lost their lives in this tornado here in Earth City."
- **9:02 p.m.** - NBC affiliate KSDK [tweets](#), "Despite reports to the contrary, we have heard no "mass casualty" reports in St. Louis County."
- **9:04 p.m.** - St. Louis County Office of Emergency Management [tweets](#), "We have NO confirmation of casualties at the Holiday Inn in Earth City yet. Pattonville Fire is on scene."

Why?

Collaborate and Connect with your Community



No @KCMO snow plows yet. Staley Farms in far KC North (photo from Lisa Kaelin)

262 · 265 days ago



Charity J. Hunter @CharityJ27

28 Feb

MT @KCMOManager Currently have 11 KCMO residential snow trucks stuck throughout the City. Working to get them freed and moving again #kcmowx

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Charity J. Hunter @CharityJ27

26 Feb

+1 @therealkimanne: @KCMO Thanks for taking care of the neighborhoods/side streets!! Best snow response in the past 9 yrs I've lived here..!

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Charity J. Hunter @CharityJ27

26 Feb

@KCMO Impressed! Great job & great example of #SMEM in #gov20 during this storm #Mowx #kcsnow @femaregion7 @MoStormAware @MoGov

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Kris Ketz @KrisKetzKMBC

26 Feb

No @KCMO snow plows yet. Staley Farms in far KC North (photo from Lisa Kaelin) [twitpic.com/c73zzx](https://twitter.com/c73zzx)

📷 View photo

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Charity J. Hunter @CharityJ27

26 Feb

Wow! Measure that! RT @KrisKetz: No @KCMO snow plows yet. Staley Farms in far KC North (photo from Lisa Kaelin) [twitpic.com/c73zzx](https://twitter.com/c73zzx)

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6:30 PM - 26 Feb 13 · Details

Collaborate

- Occupy Sandy
(Previous Occupy
Wallstreet)

**Boston Police Dept.** ✓
@bostonpolice

Follow

Suspect in custody. Officers sweeping the area. Stand by for further info.

7:45 PM - 19 Apr 2013

74,418 RETWEETS 18,954 FAVORITES

← ↻ ★

**Boston Police Dept.** ✓
@bostonpolice

Follow

CAPTURED!!! The hunt is over. The search is done. The terror is over. And justice has won. Suspect in custody.

7:58 PM - 19 Apr 2013

138,589 RETWEETS 46,816 FAVORITES

← ↻ ★

**Willow Brugh** @willowbl00

6 Feb

@mannyjob hashtags for disaster usually evolve organically, up to us to discover them quickly. #femathinktank

Retweeted by Charity J. Hunter

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When Should You Use Social Media?

- Now
- Today
- Everyday
- During disasters
- During Recovery
- Continued presence
 - Build your following and trust from the community, so they know where to go when disasters happen



And How?

Start now...get used to it

- Follow
- Get followers/friends/likes
- Twitter Hashtags
- #SMEM Twitter Chat on Fridays at 11:30 AM
- SM4EM.org
- Govloop.com
- HSIN groups
- SEMA is sponsoring:

PER304 Social Media for Natural Disaster
Response and Recovery, May 6th in Joplin

Utilize Best Practices

- ◉ Be fun, engaging, and personal
 - > We favor information from people we identify with
- ◉ Be honest & admit errors
 - > Builds trust and loyalty
- ◉ Twitter messages should be fully understandable in 140 characters
- ◉ Crowdsource, but verify
- ◉ Post during Blue Skies, too

SOCIAL MEDogIA EXPLAINED



"LIKE" IF YOU
THINK MY DOG
IS CUTE



PLAYING
#FETCH WITH
SCRUFFY.
#BESTDOGEVER



WATCH THESE
DOGGONE
FUNNY VIDEOS



GUARD DOG
FOR HIRE!



HERE IS A
VINTAGE PHOTO
OF MY PUP.
#MODELDog



HERE IS HOW
TO MAKE
YOUR OWN
DOG TREATS



BEST FIRE
HYDRANT IN
TOWN. HIGHLY
RECOMMENDED



EPIC GOOGLE
HANGOUT WITH
MY DAWGS!



LISTENING
TO THE SONG
"WHO LET THE
DOGS OUT?"



CHECKED INTO THE
DOG GROOMER
AND GOT MY
FUR DID



- ◉ Social Media is just another tool in your toolbox. It is not the end all, be all.

“

As the public integrates social media into their daily lives, it will become part and parcel of how they react to disasters.

And that means we need to understand and embrace it.

”

Questions?

Thanks!
@CharityJ27

