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 hashtaged 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.

![Tweet Example](image)

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.]
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
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
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

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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:
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](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?geocode=10&q1=%3A%2C.1km&q2=geocode%3A%2C10km&q3=geocode%3A%2C50km&q4=geocode%3A%2C100km&q5=geocode%3A%2C200km
```

**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%2C.1km&q2=-RT+geocode%3A%2C10km&q3=-RT+geocode%3A%2C50km&q4=-RT+geocode%3A%2C100km&q5=-RT+geocode%3A%2C200km
```

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](http://tweetgrid.com) – choose “1×10 sidescrolling”; run wordsearches [disastertypename placename] to search for a location
2- Go to [iTouchMap.com](http://iTtouchMap.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...
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.

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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
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-S2F6dGotQU1HNJ95N3FMsJfKXOx4dGiQSEE#gid=0
via @smedia4em:
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 Reseach Center

Analytics - related:
The 2013 Twitter Marketing Guide by KISSmetrics
Great advice for setup, operation and analyzing your twitter account:
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:

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=GjPc39OXr6l
^Thanks Chris Tarantino!

Misc. Coolstuff

What is reddit? (Great intro video to reddit):
http://www.youtube.com/watch?v=tll022aUWQQ
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
(example: for finding statistics fast)
Wolfram|Alpha’s knowledge base covers an immense range of areas
TagDef.com
Discover what hashtags mean, and add your own definitions in seconds.
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 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)

Google Plus info
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-2eax902uzKJ4vTuONqOOpNtNu6vMQY/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

Questions? Comments?
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