

# Social Media & Emergency Management

An Introduction for the NYC-ARECS Team



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# Social Media – What is it?

- **Social media are primarily Internet-based tools for sharing and discussing information among human beings.**
- **This includes activities that integrate technology, social interaction, and the construction of words, pictures, videos and audio.**



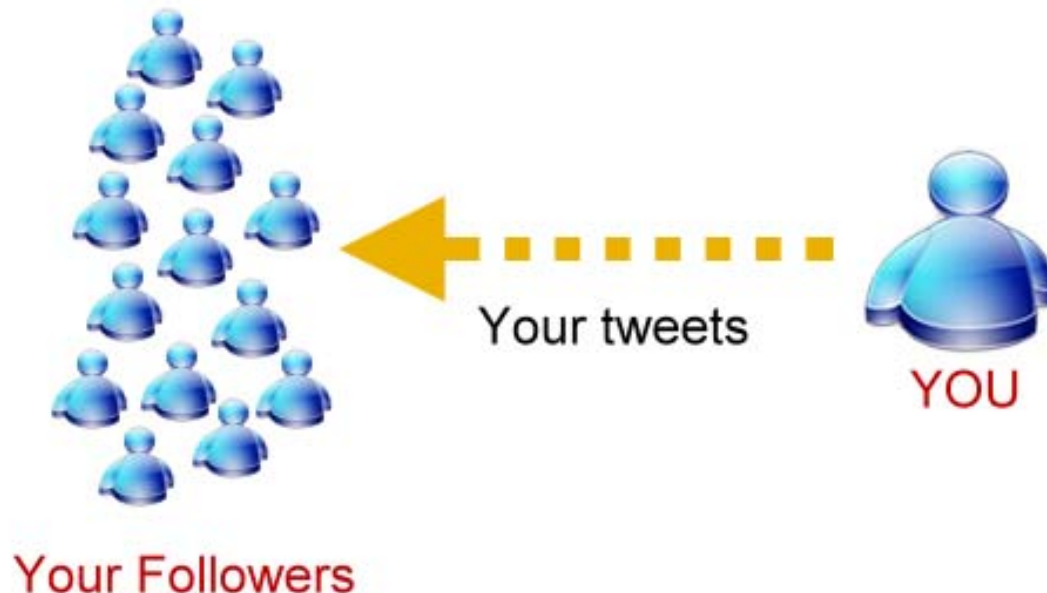
# Social Media – Why is it important?

- It's a change in how people discover, read and share news, information and content.
- It transforms one-to-many monologue into many-to-many dialogue
- **TWITTER** has become the #1 Social Media tool for those in **Emergency Management.**



# ***Twitter: What is it?***

- **Twitter is like posting text messages to the web.**
- **Posts and replies are public.**
- **Information can be re-tweeted (forwarded)**
- **“A real-time search engine giving you the pulse of the world”**



# Twitter Facts

- All messages (Tweets) are 140 characters or less.
- There are approximately 100 million active users.
- A billion Tweets are sent out every week, compared to 50 million in 2010.
- An average of 460K new accounts created daily

# The New News Cycle

- **In the world of the Internet, there is no news cycle. It is continuous.**
- **Communicators are expected to respond immediately to feed the demand for information.**



Sacramento County Public Health news conference - H1N1



Sacramento County Joint Information Center

# Twitter: Case Study 1

- **U.S. Air jet into the Hudson river: first reports are from social media sources**





# Twitter: Case Study 2

- **The news of a gunman at Discovery Communications headquarters in September 2010, was first broken by citizens inside the building who sent pictures of the gunman and posted tweets to their Twitter feeds about the unfolding situation.**





# Twitter: Case Study 3



## Joplin Schools

We have accounted for the status of 97% of our students. If you have not called in, please do so at 417-625-5270, even if you were not in the affected area.

We are unable to comment on the individual status of any students or staff, or give out any names. We appreciate your sensitivity in this matter.

May 27 at 11:43am



# Realities...

- **The public often alerts other citizens and first responders to disasters as they are unfolding.**
- **Citizen responders are increasingly becoming the first to report disasters and alert others.**



*“In Emergency Management, do not treat social media as something special or separate from normal work processes. It should be integrated as standard practice.”*



RT @[TheFireTracker2](#): [#smem11](#) Factoid::  
Over 500,000 users in Japan were added to  
Twitter in first 24hrs after the quake. All  
seeking time sensitive INFO

● Emergencycomm, [+] Fri 25 Mar 07:33 via TweetDeck

# EXAMPLE



[OhioValleyWx](#) Delta winds still over 140 knots as it is moving right into #Birmingham...#ALwx

Twitter - Apr 27, 2011 7:03:54 PM



[IZEDNECK](#) RT @JiMesiaM: RT @wsfa12news: MONSTER tornado moves into highly populated areas near Birmingham. EF4 or EF5 very possible. #alwx

Twitter - Apr 27, 2011 7:03:54 PM



[holdenvilleem](#) RT @100WAPI: RT @YenuWodajo: State trooper just came to tell me Tuscaloosa mall and DCH hospital are destroyed. #alwx

Twitter - Apr 27, 2011 7:03:53 PM



[Tha\\_dreamer](#) RT @deongordon: Tornado is in Pleasant Grove, moving downtown. You should be in a sheltered area NOW! #alwx [yfrog.com/h2f70rzj](http://yfrog.com/h2f70rzj)

Twitter - Apr 27, 2011 7:03:47 PM



Photo was sent across Twitter to the world from the disaster





# Short Updates Replacing Press Releases During Emergencies

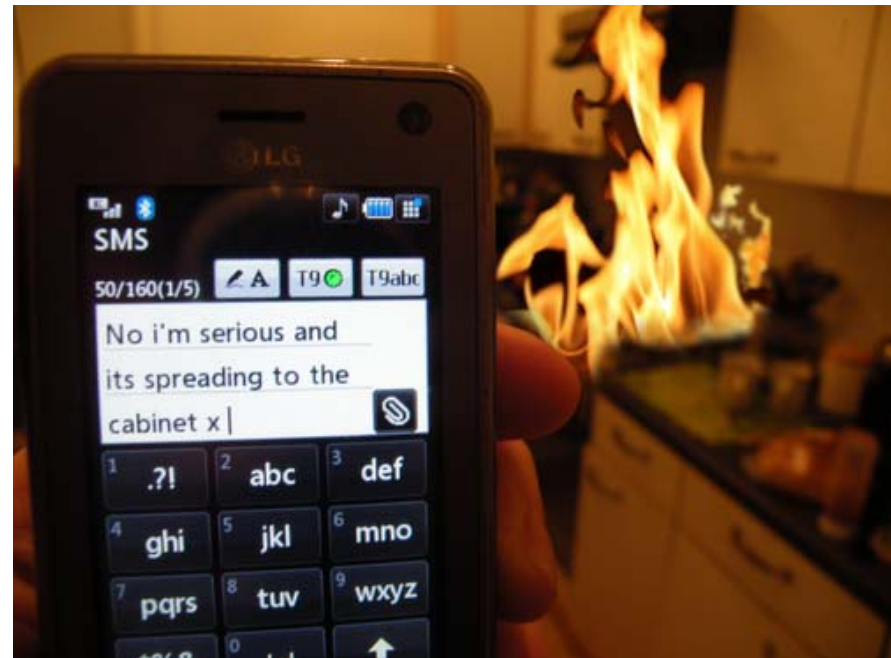
- **Newsrooms and the public are consuming information 140 characters at a time.**
- **Media and the public will be monitoring your social media feeds. You'll get critical information out faster and be viewed as more responsive.**
- **Short chunks of information are just what today people expect and desire.**





# *“but the info is not official...!”*

- “If somebody is saying 'MY HOUSE IS ON FIRE!! and it's in an area that has wildfires, well, obviously that's not official data. But they're telling us their house is burning down, and they're shooting video of their house on fire--I consider that pretty good information.”
- - *Craig Fugate, FEMA*



# NYC-ARECS and Social Media

- **Our goals are to assist with communications, but to get to that place we need a positive public presence.**
- **Social Media allows us to:**
  - **Get our good name out there**
  - **Create friends \***
  - **Keep our name fresh on the minds of the public, media and the government**
  - **Provide information to the public**
  - **Provide information to our team**



# EXPOSURE

## Emergency Management

Grab our rss feed



bute

getting started?

active hashtags

#smemchat

work samples

watch the video

### EMA12?

1 Comment

from all over the United States, Virginia for the Mid-Atlantic Emergency Management



led at this link. And like in Monday afternoon that is focused on social media. For example, that panel will be moderated by Jeff Phillips

uy)

ns)

ssmom)

world of Twitter, you should recognize all of these in a fun panel and provide some great conversation at this

to the Twitter hashtag #NEMA12 as it will, hopefully, be a fun panel and provide some great conversation at this year's conference. Don't be shy about sharing information as well. The conference fun and lively be open discussing the issues and topics that are discussed at this year's conference.

### Welcome



This site is intended to centralize the various initiatives, opportunities and collaborative activities underway in the worlds of social media & emergency services.

### Subscribe via Email

Enter your email address:

Subscribe

Delivered by FeedBurner

### #SMEM on Twitter

twitter



nycarecs: Why do emergency communications teams such as the

#NYC ARECS exist in a world of cell phones??  
<http://t.co/pnnVughO>  
#emcomm #hamradio #smem  
2 minutes ago from web



nycarecs: RT @fema: #femathinktank discussing

incorporating social media into alerts for people with access/functional needs  
#smem  
4 minutes ago from web



bradenframe: RT



SM4EM.org on Facebook

Like 187

### Blogs

- 2 Bee Ready
- Crisis Comms Command Post (Patrice Cloutier)
- Engaging Others (Cheryl Bledsoe)
- iDisaster 2.0 (Kim Stephens)
- It's Not My Emergency (Bill)

# EXPOSURE



**Thomas Buckley** @TomBuck2000

24 Mar

@nycarecs Could you show emergency and mobile antennas also.

← In reply to NYC ARECS

↻ **Ryan Chambers, Joseph Moore, CEM and James Murray** 23 Mar  
retweeted you

23 Mar: #Emergency communicators on Twitter, the hashtag #emcomm ...



↻ **Greg Hauser, Chip Toll and Chris Boyd** retweeted you 23 Mar

23 Mar: #Emergency communicators on Twitter, the hashtag #emcomm ...



**YONKERS OEM 40** @yonkersoem40

23 Mar

RT @nycarecs: #Emergency communicators on Twitter, the hashtag #emcomm is valuable for sharing information, lets promote it, retweet it.

↻ **YONKERS OEM 40** retweeted you 23 Mar

23 Mar: #FDNY, ConEd & MTA conducting a full-scale exercise 0700-14...

1 other retweet

↻ **Chip Toll** retweeted you 23 Mar

23 Mar: #Emergency communicators on Twitter, the hashtag #emcomm ...



🐦 **HIPAA School and NavyMARS** followed you

23 Mar



PART 2. SOCIAL MEDIA – HOW CAN IT HELP US?

# EXPOSURE

**NavyMARS** @NavyMars 2h  
The NavyMARS Daily is out! [bit.ly/hbildY](http://bit.ly/hbildY) ▶ Top stories today via @kc5fm @usairforce @nycarecs

**Lauryn Abbey** and 5 others followed you 5h

**Greg Hauser** retweeted you 6h  
11h: "We're sick of disaster management being represented by photos of..."

**Hamradio-Ticker** @Hamradio\_Ticker 12h  
RT @nycarecs: Why do emergency communications teams such as the #NYC ARECS exist in a world of cell phones?? [nyc-arecs.org/faq.html#cell](http://nyc-arecs.org/faq.html#cell) #emcomm...

**Thomas Walker** and **NetControl** retweeted you 23h  
23h: National Severe Weather Week is Coming Up! It begins on April 22....

**North East Wireless** retweeted you 27 Mar  
27 Mar: #NWS issues Red Flag #Warning for #NYC area again today du...

**Shiv Hira** and 11 others followed you 27 Mar

**YONKERS OEM 40** retweeted you 26 Mar  
26 Mar: The winds are blowing hard in the greatest city in the world! #NY...



# EXPOSURE

## Interactions



**Giant Robot Engine** and 3 others followed you

17m



**Tom Hillery** @tomhillery

4h

@nycarecs Are any of your NYARECS repeaters on Echolink? Would love to monitor or check-in to the Monday net. KG4EDY / DEC Area 6 NC ARES

← In reply to NYC ARES



**kc5fm** @kc5fm

5h

#SMEM is out! [bit.ly/dWGsIj](http://bit.ly/dWGsIj) ▶ Top stories today via @nycarecs



**Becky** @yoblue mama2

10h

♥♥ @yonkersoem40 @pioneergirl08 @Citywide\_VI @nycarecs @bklynphatman @Citywide\_VI @DFW\_AlertsTC @yoblue mama2 @qwerty4499 @FiskCG @TPS\_Marco



**YONKERS OEM 40** @yonkersoem40

11h

Thank you 4 Rt's @pioneergirl08 @Citywide\_VI @nycarecs @bklynphatman @Citywide\_VI @DFW\_AlertsTC @yoblue mama2 @qwerty4499 @FiskCG @TPS\_Marco



**Hamradio-Ticker** @Hamradio\_Ticker

21h

RT @nycarecs: "EMCOMM Groups: If You Aren't Doing, You're Dying" [goo.gl/36mx0](http://goo.gl/36mx0) #hamradio #emcomm #smem #disaster #hamradio



# Virtual Operations Support Team

- **A quick mention about VOST**



# Virtual Operations Support Team

- **A new Emergency Management concept/tool.**
- A team of trusted volunteers who can lend support via the internet to those on-site who may otherwise be overwhelmed by the volume of data generated during a disaster.
- The idea is that in a disaster, anyone trying to monitor and respond using social media will be quickly overwhelmed by the amount of data that needs to be examined and vetted.
- In a catastrophic disaster this need is only amplified and there will also probably be a need for a predetermined, trusted person or group to search, prioritize and forward crisis data.

# Virtual Operations Support Team

- The VOST personnel can be local or distant.
- Are activated to perform specific functions in support of affected organizations.
- The VOST has a Team Leader that reports directly to the organization IC / PIO, etc.
- A national VOST volunteers group of “registered” [?] people is in discussion / development by various EM groups.

# Virtual Operations Support Team

- #SMEM tag is useful for discussion.
- During a crisis **#vost** is used and new hashtags will be developed in real-time based upon the incident.

## EXAMPLE





# FEMA

“Social media is an important part of the Whole Community approach because it helps facilitate the vital two-way communication between emergency management agencies and the public...Rather than asking the public to change the way they communicate to fit our system, we are adapting the way we do business to fit the way the public already communicates.... Allow[ing] us to incorporate critical updates from the individuals who experience the on-the-ground reality of a disaster.”

--Craig Fugate (October 25, 2011)

[www.NYC-ARECS.org](http://www.NYC-ARECS.org)