

**Thursday, March 21, 2013**

**Workshop Session 3**

Time of Session: 1:30-3:00PM

Session Title: Successful Communication Practices

- A. Addressing the Common Challenge: Communication Turning  
“Can You Hear me Now?” into “Do you Understand What I am  
Saying?”

Speakers: **Will Moorhead** and **Ginny Schwartz**, All  
Clear Emergency Management Group

- B. Social Media in Emergency Management: Strategies, Use Cases,  
and Tools

Speaker: **Emma Stocker**, University of Oregon

Room: 257

Head Count: 19

Note Taker: Elizabeth Stites

## Social Media in Emergency Management: Strategies, Use Cases, and Tools

Emma Stocker, University of Oregon

Thursday March 21, 2013

1:30 – 3:00

The University of Oregon had an explosion in a chemical lab the official response was torn between rapid information and accurate information

Disasters are socially constructed

Before the advent of social media information went one direction from the top down, now information is delivered in a multi directional way

In a crises messages should be delivered in 27 words, 9 seconds and a maximum of 3 messages. Stress lessens the ability to hear and understand by about 4 grade levels, avoid jargon and technical thoughts

Social media should be a larger component of a communication strategy

Key ideas:

Message assessment

Audience assessment

Capabilities

Message (and Risk) assessment

I.E. Severe Weather (less scary then say an Earthquake)

Seasonal

Predictable

Personal experience

Earthquakes:

Rare

Unpredictable

Steps to establish a presence on social media:

- Listen
  - Establish Presence
  - Engage
  - Seek feedback
- ➔ Communication Strategy

- Policies & Procedures
- People (who does what)
- Preparation
- Practice (test the plan not the people)
- Platform (twitter, facebook...what will be available in an emergency)

→ Response

- Emergency notification
  - 3<sup>rd</sup> parties (like parents)
- Virtual Check in
  - 4 square
- Impact Mapping

Mitigation/ Prevention

→ Shared risk

- Interactive heat map
  - Four mile fire community map
    - Community initiative

Recovery

- Volunteers
- Donation sites/ drop off and pick up
- What is open
  - Funding/ donation list Indie GoGo

Higher percentage of parents have RSS Feeds

Notification by email accounts → mandatory opt in

If something is happening in the community or if infrastructure is damaged notifications (like black board) may not go out at all and a text message may not be received – see platform under communication strategy.

Questions to think about:

- 1) Do we need to respond to all comments?

Examples of community initiative: Student volunteer army of Christchurch  
Mobilized students for the clean up

Find your allies

→ Use them as a force multiplier

- Train allies to reference you
  - Crisis commons mapping
  - Ushahidi → turn information into intelligible information

Mapping what's open → identify where necessities are etc... -> lets customers and first responders know they are open

Look at applications like Tweet deck and Hootsuite

Using social media to enhance reputation

- Listen
- Learn
- Engage – Respond to incident/steer conversation

Anyone can do it → 55+ is the fastest growing demographic on Facebook

Like the game Go, easy to learn difficult to master.