



Arlyn Elizee

**Social Media Use During
Hurricane Season 2012
#Sandy**

INTERNATIONAL
CRISIS & RISK
COMMUNICATION
CONFERENCE • 2013

The logo for the International Crisis & Risk Communication Conference (ICRC) 2013. It features the letters 'I', 'C', 'R', and 'C' in a stylized, overlapping arrangement. The 'I' and 'C' are in a light blue color, while the 'R' and 'C' are in a darker blue. The letters are set against a white background with a subtle grid pattern.

SOCIAL MEDIA USE DURING HURRICANE SEASON 2012

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3 SOCIAL MEDIA TAKE-AWAYS



American Red Cross

1. The Role of Social Media in Crisis Communications

Expectations of users of social media & the realities

2. Social Media Metrics

Pulse of the Nation: What social media metrics can tell/show us

3. Analysis of Recent Crisis Events and How the Media Affected Them

The role social media played in the responses

DIGITAL OPERATIONS CENTER



American Red Cross



- Opened March 2012;
Donated by Dell to Red Cross
- 1 of 4 DOCs in the U.S:
 - Red Cross, Dell, Gatorade, Clemson University
- Industry Leader: Red Cross is the only humanitarian organization using a DOC
- Located inside of the Disaster Operations Center

DIGITAL OPERATIONS CENTER

LISTENING & LEARNING



American Red Cross

- Monitoring Twitter, Facebook, blogs, and any other public sites for mentions of keywords like: Red Cross, Disaster, Flood, Fire, etc...
- Red Cross is usually mentioned over 4,000/day
- The Radian6 Engagement Console helps visualize the chatter of the day on Heat Maps, the Conversation Dashboard, and the Red Cross Universe
- We usually hear about disasters before the media



DIGITAL OPERATIONS CENTER

LISTENING & LEARNING



American Red Cross



“There is a 90% ratio of noise to signal in online chatter”
Christine Thompson-Humanity Road

DIGITAL OPERATIONS CENTER

ENGAGING THE PUBLIC



American Red Cross

- Thanking blood donors
- Sending “digital hugs” to people who are scared around a disaster
- Forwarding significant events/complaints to proper departments
- Training new Digital Volunteers

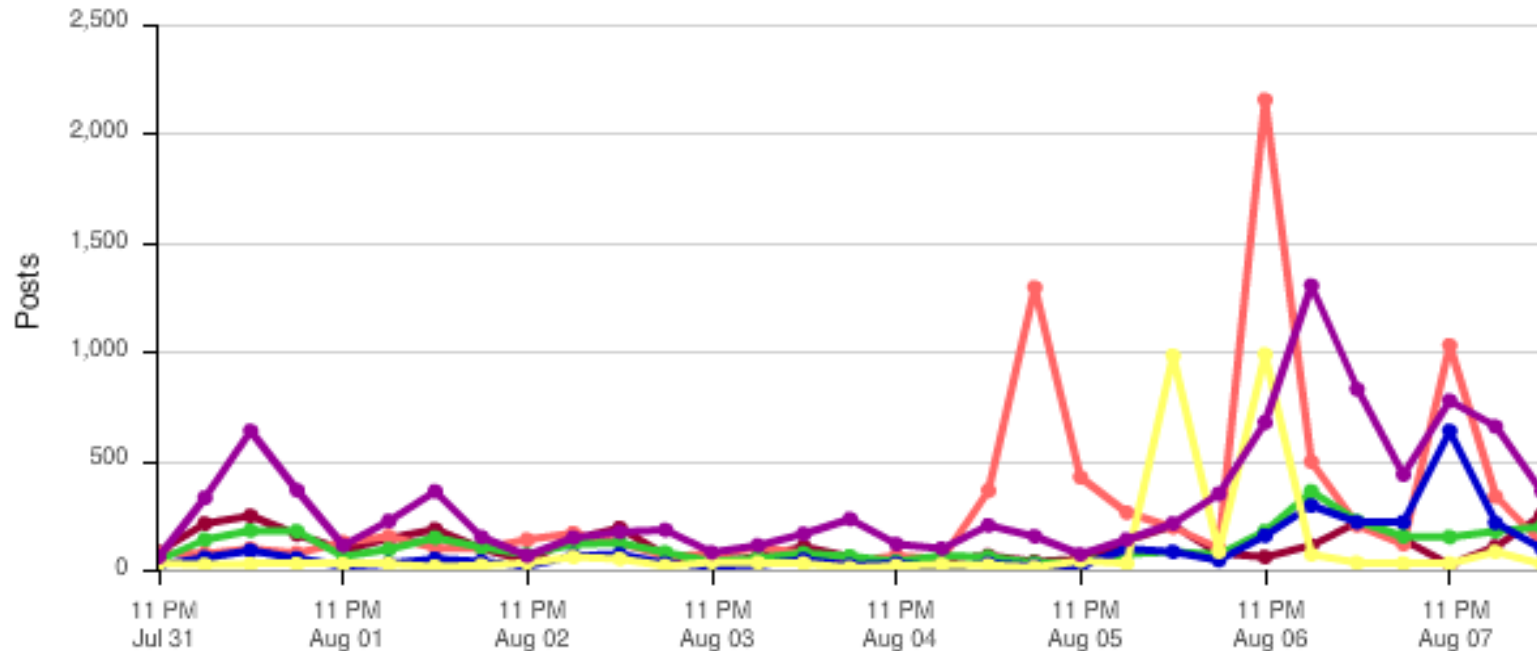


TYPHOON IN PHILIPPINES

AUGUST 8, 2012



American Red Cross



✓ Disaster ✓ SAF ✓ Donate ✓ PHSS ✓ International ✓ Blood

- 1st x SM mass use in crisis
- 13,561 mentions of Red Cross overall in three days
- 10,284 (75.8%) were tweets
- 411 (3%) were blog posts
- 2,537 (18.7%) were publicly viewable Facebook posts

TYPHOON IN PHILIPPINES

TWEETS & FACEBOOK POSTS



American Red Cross



PHILIPPINE TYPHOON:
ACTRESS MARIAN RIVERA
ON TYPHOON GENER:
HELP SAVE LIVES !

The Philippine Red Cross has stepped up its rescue and relief operations for flood-stricken families rescuing a total of **7,525** persons and assisting in the evacuation of more than **200,000** individuals with the help of Red Cross **143** volunteers.

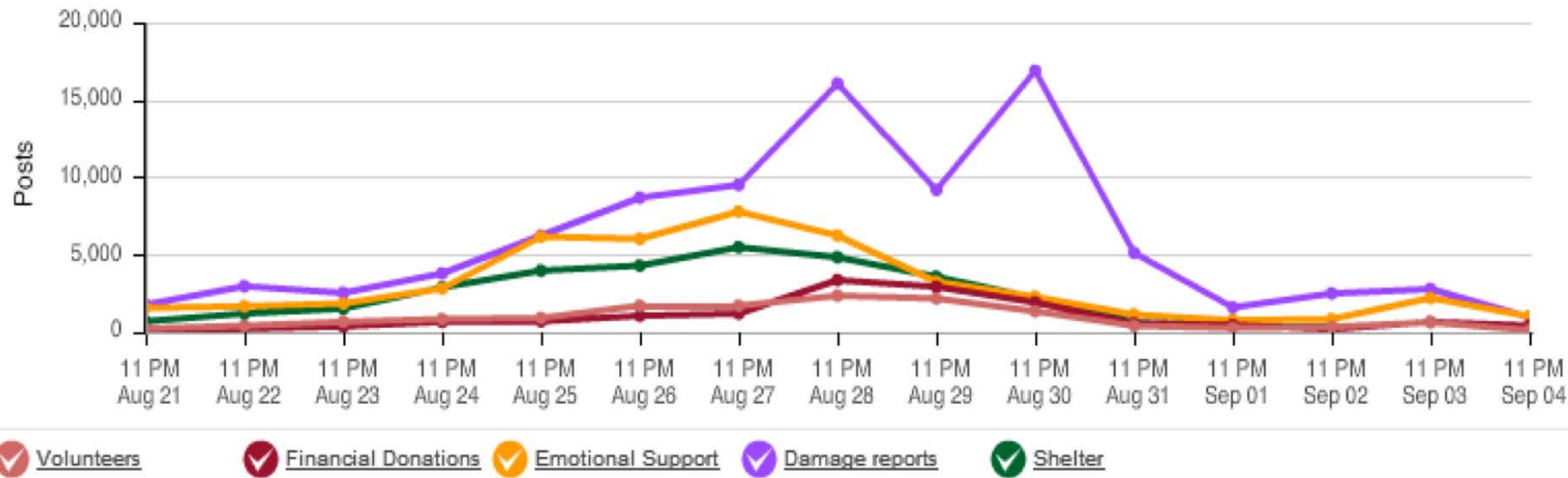
HURRICANE ISAAC

Aug. 20 – Sept. 5, 2012



American Red Cross

Volume Trend



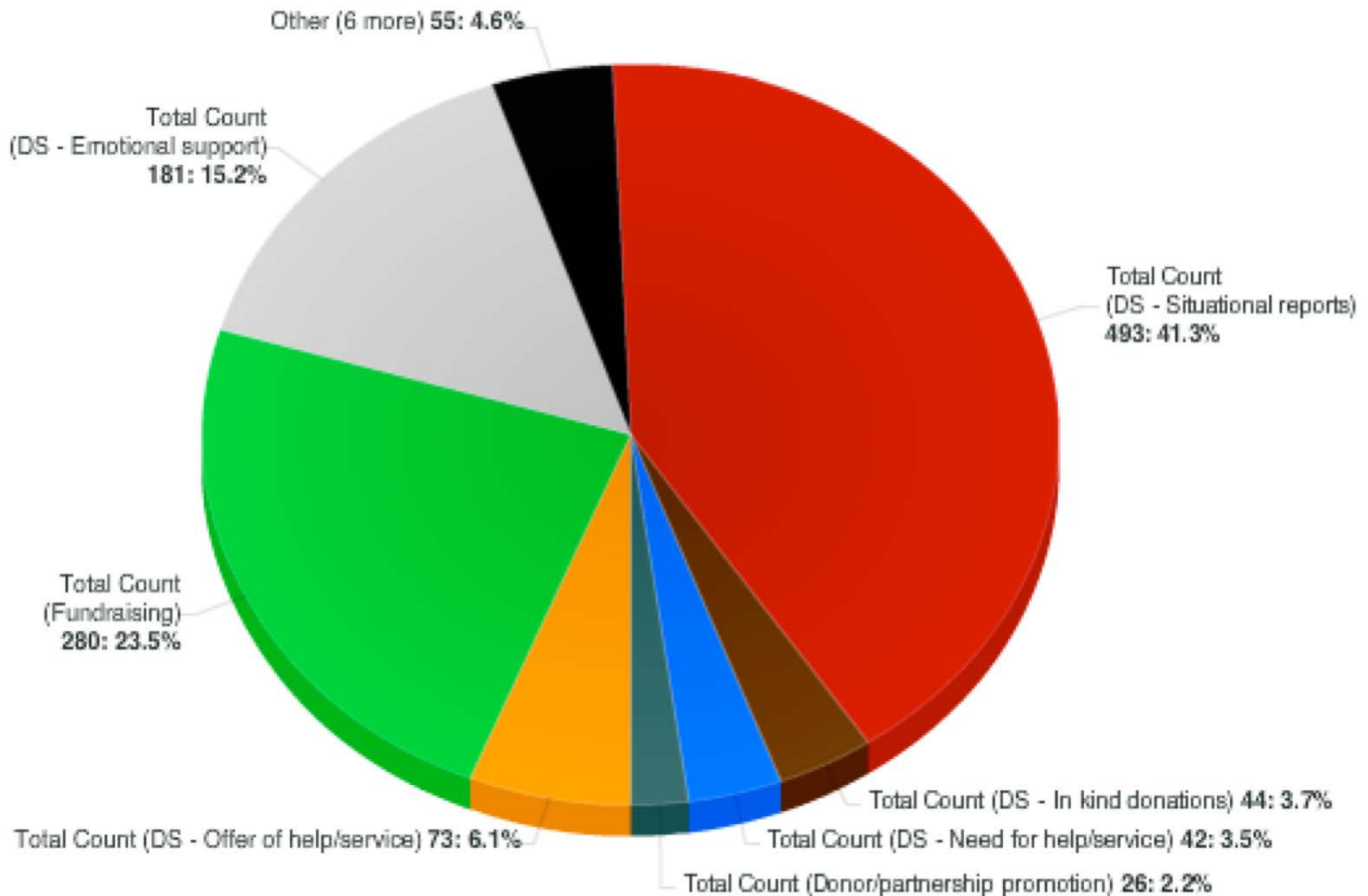
SUCCESSSES

- Magnitudes more engagement than EVER before
- The initial digital volunteers embraced the engagement console
- Improved integration with the operation

HURRICANE ISAAC CLASSIFICATION LEVELS



American Red Cross

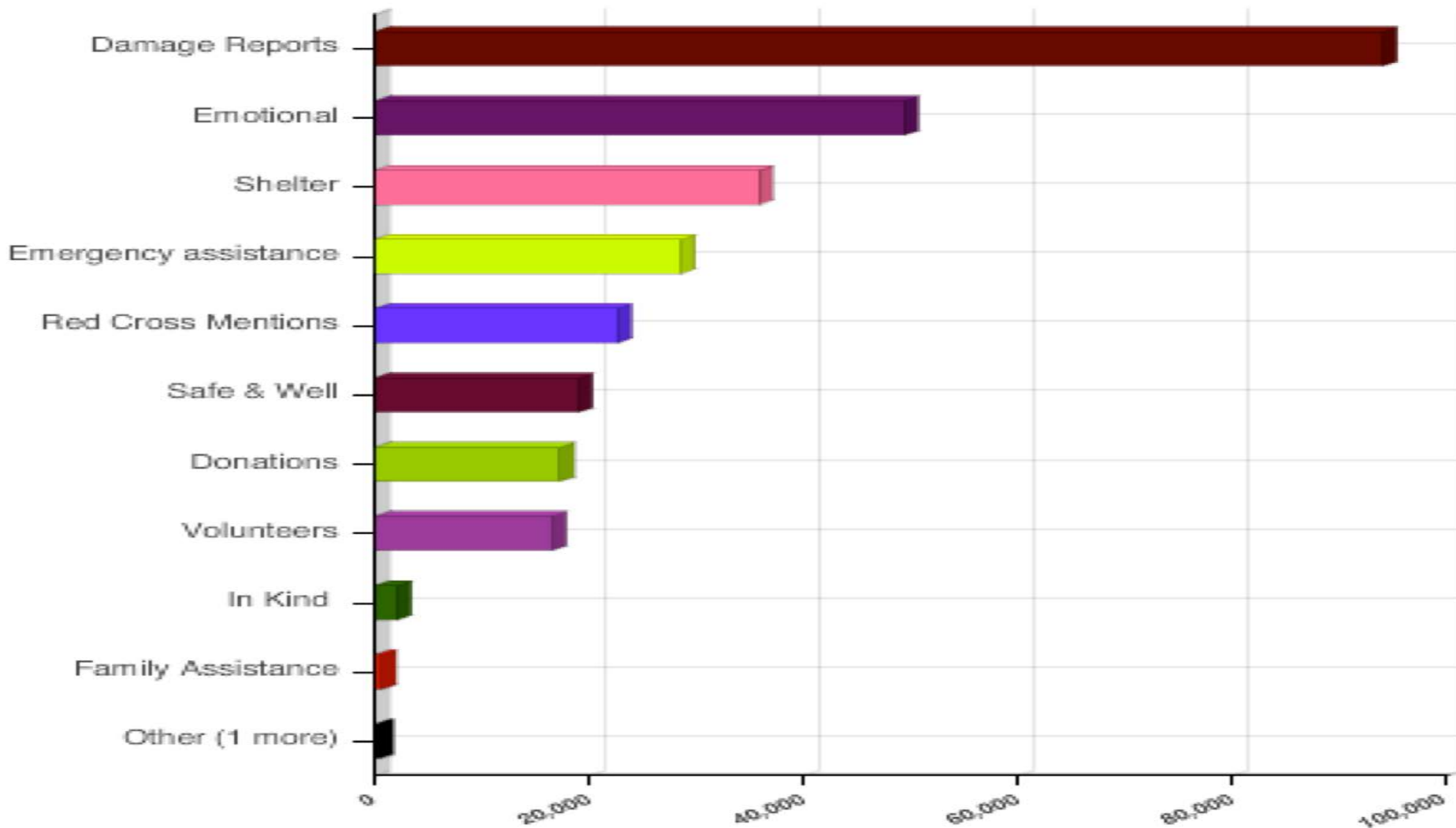


HURRICANE ISAAC

KEYWORD GROUP VOLUME



American Red Cross



HURRICANE ISAAC TWEETS



American Red Cross

Examples of Engagement



Becca Bailey @beccabailey7

5h

So scared for my first tropical storm. I heard it can be over a week before you get power back or the streets are clean enough to drive on ☐

[Expand](#) [← Reply](#) [↻ Retweet](#) [★ Favorite](#)



Gloria Huang @riaglo

4h

[@beccabailey7](#) GL with #isaac! We have some prep tips here: rdcrss.org/PeC0Sr and shelters will be listed here rdcrss.org/Q3sUvT
[Expand](#)



Becca Bailey @beccabailey7

2h

[@riaglo](#) thank you!! The prep page is helpful! Shopping later today! :)

[Hide conversation](#) [← Reply](#) [↻ Retweet](#) [★ Favorite](#)

12:10 PM - 23 Aug 12 via Twitter for iPhone - Details



Marilyn @marilyn198183

3 Sep

My power has been out since hurricane Isaac. The days are long & hot!! 7 days no power feels like eternity!!

[Details](#)



Nigel Holderby @girlnigel

3 Sep

[@marilyn198183](#) I can't fix the power but here R some #Tips 4 safety. rdcrss.org/STQ87l and a #RedCross ((HUG))

[Details](#)



Marilyn

@marilyn198183

[Follow](#)



[@girlnigel](#) thank you!! :)

[← Reply](#) [↻ Retweet](#) [★ Favorite](#)

HURRICANE ISAAC TWEETS



American Red Cross



Reese Victoria @ReeseVictoria

3 Sep

My Grandpa is still nowhere to be found after Hurricane Isaac, I pray he is okay...and the rest of my family I can't get ahold of...

Expand



Sara Kennedy @SaraK_ATX

3 Sep

@ReeseVictoria I hope he's okay! I'm with @RedCross, you should check redcross.org/safeandwell to see if he's checked in with us.

((hugs))

Hide conversation Reply Retweet Favorite

2:47 PM - 3 Sep 12 · Details



Yeroc @Yeroc1678

30 Aug

I'm hearing everyone is getting their electricity on mine is still out! So frustrated!!! Damn you hurricane Isaac!!

Expand



Sara Kennedy @SaraK_ATX

30 Aug

@Yeroc1678 you might be in the dark, but you're not alone. ((Hugs)) from us at @RedCross. Be careful and stay safe!

Expand



Yeroc @Yeroc1678

31 Aug

@SaraK_ATX @redcross thanks Sara everything and everyone in my neighborhood is safe just missing our power but all is well thanks! :-)

Hide conversation Reply Retweet Favorite

HURRICANE ISAAC

FACEBOOK POSTS



American Red Cross



Krissy Cosse

Ur a gr8 organization that we are avid donors to! Unfortunately 16 of my fam members had 2 go 2 a shelter due 2 Isaac. Most of the volunteers r gr8 but the superiors r down right ugly!!! Making a 70 yr old wait till 5:00 2 get a water or snack when it was 1:30 w/no water fountains?!?! I would like 2 think most shelters aren't like this! And that's just the beginning. There's only a total of 29 ppl n here! The treatment is atrocious & just thought I'd let u know! God Bless

[Like](#) · [Comment](#) · August 30 at 10:03pm via mobile

[View all 9 comments](#)



American Red Cross Krissy - I wanted to let you know that your concern was brought to our sheltering program, and that these volunteers will be removed. Again, thank you so much for bringing this to our attention - we sincerely hope you and your family are able to return home soon!

August 31 at 2:11pm · [Like](#) · [1](#)



Krissy Cosse Thx we are home now :) I pray Charlie white & Ellen Kay Rowell are gone for the sake & sanity of others :) some ppl aren't people people & that's ok just don't volunteer w/the public! Help an animal shelter or something :) God Bless

Saturday at 11:29am via mobile · [Like](#)



Write a comment...

HURRICANE ISAAC

FACEBOOK POSTS — SPECIAL POPULATIONS



American Red Cross



Lorelei Cuyler

There was a truck that came into our neighborhood but stopped in the front and never came to the back, My next door neighbor is in a wheel chair and was unable to get to the truck, No one past the first street received any help , we are in Nicholson , Ms. : Are you coming back , did you decide that you wasn't gonna help everyone or Did you run out of donations ?

Like · Comment · Sunday at 4:02pm near Picayune, MS



American Red Cross Hi Lorelei - thanks for reaching out to us here on Facebook. We're looking into this and will let you know as soon as we have some info. In the meantime, you can call your local chapter at 601-582-8151 for help, or go to the closest shelter, which you can look up at <http://www.redcross.org/nss>. Take care, and thanks again for letting us know.

Sunday at 5:51pm · Like · 1



American Red Cross Lorelei - We sent our nearest bulk vehicle to this area to investigate.

21 hours ago · Like

HURRICANE ISAAC FINAL REPORT



American Red Cross

TIME PERIOD	08/20 – 09/05
POSTS TRACKED	227,208
POSTS TAGGED	2,307
ONLINE CONTACTS MADE	364

Big Data: Synthesized social conversations into situational awareness briefs which were distributed to operations and partners each day for 12 days. The briefs were well-received and we have positive anecdotal feedback about its contents and value.

Operations: Integrated requests/needs/situational awareness with disaster operations to take action on social posts directed at the Red Cross. The operation adjusted service delivery in 3 separate instances as a direct result of information found on social.

From Katherine Galifianakis: *“I love receiving this information. It gives us an opportunity to correct the issue in a timely manner.”*

Direct Online Engagement: 8 digital volunteers and 7 social specialists, including the social engagement team, engaged with individuals affected by or supporting Isaac relief efforts. Efforts to engage were made based on the potential for providing Red Cross services like psychological first aid, preparedness tips, and information on sheltering, food, and supplies. It is difficult to quantify the impact of this activity, but we have received considerable positive feedback.

Proactive Content: APAT, affected chapters, and photographers helped to create 512 pieces of published social content for the newsroom, blog, Twitter, Facebook, Flickr, YouTube, and Google+. The content on Facebook alone reached 1,579,679 people.

HURRICANE SANDY

BEFORE #SANDY HIT — OCTOBER 27, 2012



American Red Cross



American Red Cross

Heat Map

Activity around Hurricane Season 2012 from the last 3 days



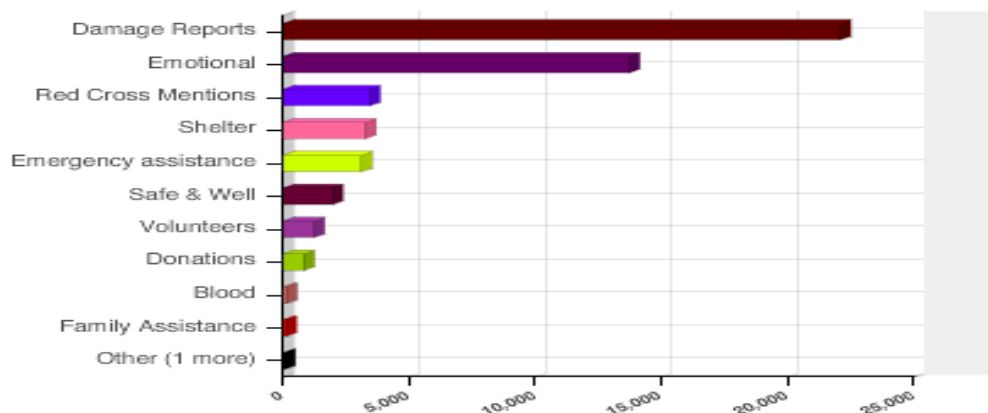
HURRICANE SANDY

BEFORE #SANDY HIT — OCTOBER 27, 2012



American Red Cross

As of 12pm today, we have collected **44,595** posts related to Hurricane Sandy. Collection began on Tuesday, 10/23. The majority of the mentions are related to the potential damage caused by the storm, and there are a lot of conversations about storm prep.



HURRICANE SANDY

TWEETS — BEFORE THE STORM



American Red Cross

DAMAGE REPORTS

- **PROVENCHERB:** Take out lots of cash because w/ the power out for days you won't be able to use a credit card!
#FrankenStorm #Ridiculous
- **25PERCENTCOOL:** Thought: If #frankenstorm causes mass damage, will that prevent eastcoasters from getting out to vote on Nov. 6? #thinkaboutit

EMOTIONAL SUPPORT

- **SL33PINBEAUTY_X:** I hope #Frankenstorm isn't gonna be as bad as people are saying it will be. I'm scared
- **@MsKristiana @sl33pinbeauty_x** you can alleviate some of your fears by being ready for the hurricane - here's some tips :) <http://rdcrss.org/P4FCdX>

HURRICANE SANDY

HURRICANE APP — BEFORE THE STORM



American Red Cross

- **FLANNERYBLISS:** Hey all in way of #frankenstorm with smart phones, download the red cross's app for tracking the hurricane. Stay updated and safe!
- @granthansen @flannerybliss Thx for sharing our @RedCross hurricane app! Pls use it to let us know ur safe during #Sandy.

HURRICANE SANDY

AFTER #SANDY HIT — NOVEMBER 1, 2012



American Red Cross



Heat Map

Activity around Hurricane Season 2012 from the last 3 days



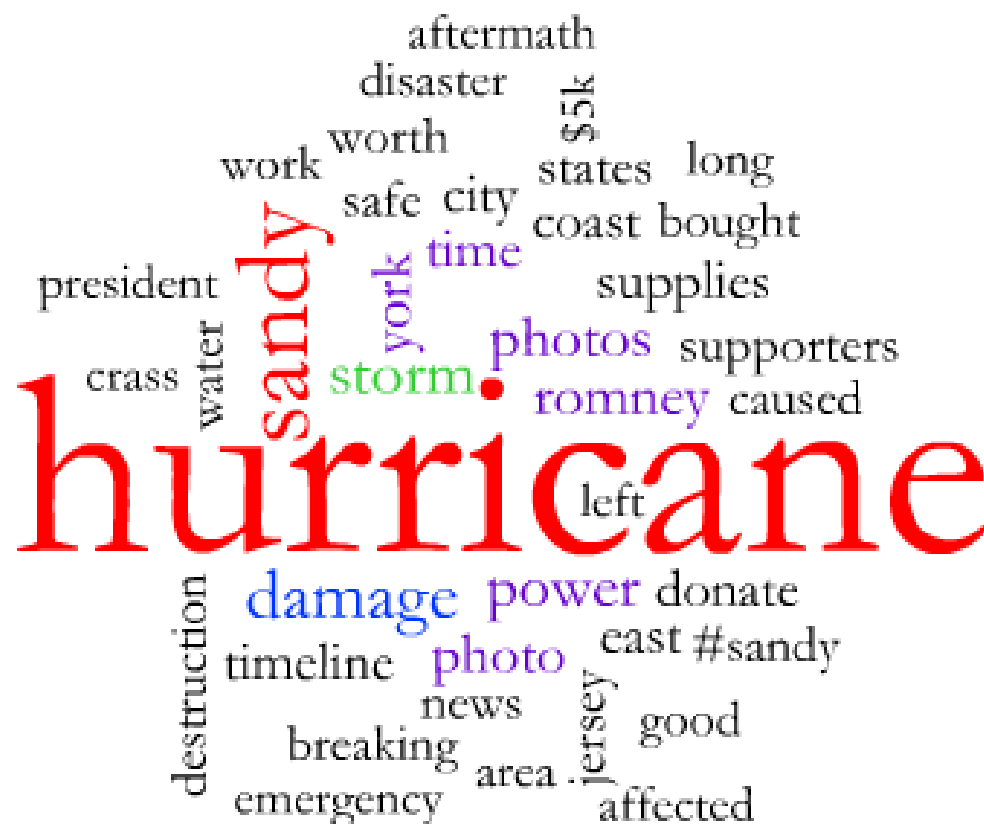
HURRICANE SANDY

POST #SANDY CONVERSATION CLOUD



American Red Cross

As of 11:30 am today, we have collected **877,349** posts related to Hurricane Sandy.

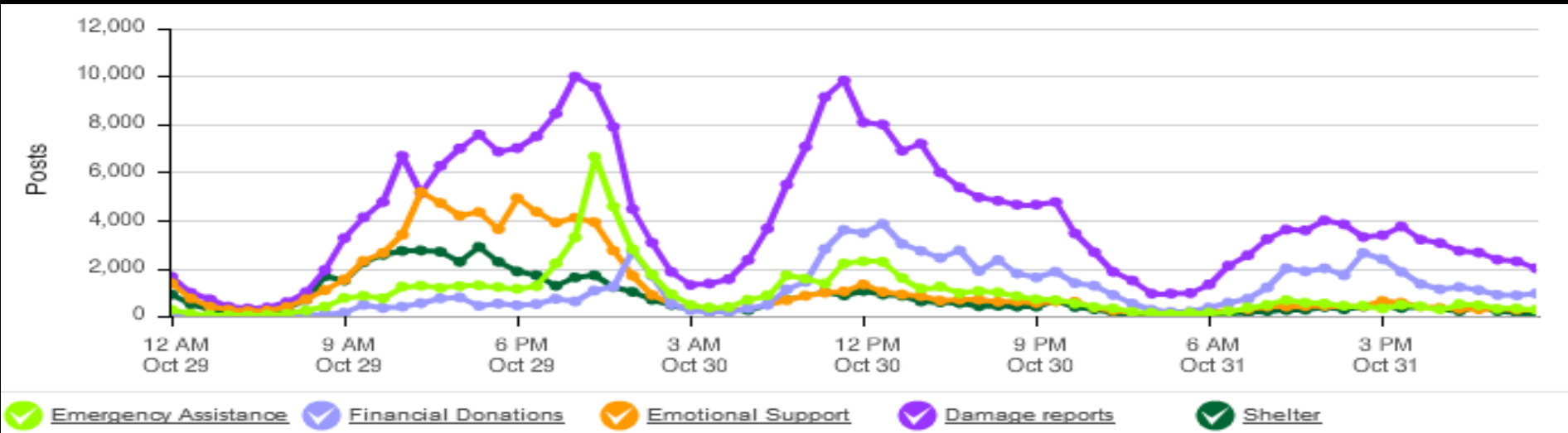


HURRICANE SANDY

AFTER #SANDY HIT — NOVEMBER 1, 2012



American Red Cross



Notable Tweet:

JUSTINBIEBER: Gonna try to work with Red Cross to have u guys all help donate for those affected by hurricane sandy

HURRICANE SANDY

POST #SANDY TWITTER REPORT



American Red Cross

RECENT TWEETS

SHOW: BEST **GOOD** ALL

★ FAVES

↻ RETWEETS

↩ REPLIES

>7,000 people spent Wednesday night in 115 [#RedCross](#) shelters in 9 states. Find a shelter and tips:

redcross.org/find-help **343 clicks**

2 hours ago

13

107

5

Halloween doesn't have to be canceled for these kids in the Pleasantville, NJ shelter! [#Sandy](#)

pic.twitter.com/elkACYiH **2,060 clicks**

16 hours ago

77

289

23

RT [@DaphneHart](#): Super Storm [#Sandy](#) hasn't cancelled [#halloween](#) for kids at this Red Cross shelter!

[#bouncehousesrock](#) pic.twitter.com/rdXt7Om8 **333 clicks**

17 hours ago

18

71

3

En zona de impacto no podrán donar sangre debemos mantener suministros para áreas afectadas Para donar sangre cruzrojaamericana.org

94 clicks

18 hours ago

5

23

2

Si te fuiste de tu casa, regresa solamente cuando las autoridades indiquen que es seguro. Para ayudar,

text REDCROSS al 90999 para donar \$10

18 hours ago

7

58

2

[#RedCross](#) Hurricane app can help you recover from [#Sandy](#). Go to the Prepare tab, then hit "After".

3cu.be/hc1 **1,025 clicks**

31 Oct 2012, 8:35 AM Pacific time

21

202

9

HURRICANE SANDY

POST #SANDY FACEBOOK REPORT



American Red Cross

Date ?	Post ?	Reach ?	Engaged Users ?	Talking About This ?	Virality ?
10/31/12	Halloween didn't have to be canceled for ...	49,040	3,107	2,609	5.32%
10/31/12	Hurricane Sandy	54,368	5,096	3,784	6.96%
10/31/12	A little levity. Happy Halloween. Have a f...	35,448	3,104	2,568	7.24%
10/31/12	We're all in this together! Thanks to all th...	44,992	3,739	2,827	6.28%
10/31/12	More than 9,000 people spent Tuesday ni...	14,790	1,459	952	6.44%

HURRICANE SANDY

REPUTATION ISSUES & REQUEST FOR HELP



American Red Cross

APRESHA Staten Island Borough Pres James Molinaro is angry. Tells residents not 2 donate 2 Red Cross bc "they haven't received any help"
#sandy #nyc

LittleMissGOP @BretBaier Please RT:
#LongBeachNY NEEDS HELP! #SANDY 1st responders need supplies. Please send to...(cont) <http://tl.gd/jrkhse>

SOCIAL MEDIA AND MINORITIES

INCREASED ACCESS TO SPECIAL POPULATIONS



American Red Cross

- Hispanics continue to outpace whites when it comes to the adoption of mobile technology.
- Hispanics are early adopters of both smartphones and tablet computers, and are more likely than whites to use mobile devices to access the Internet.
- Twenty-five percent of blacks were on Twitter in 2011, followed by 19 percent of Hispanics. Only 9 percent of whites were on Twitter.

Retrieved from:

<http://www.washingtontimes.com/news/2012/may/1/whites-trail-hispanics-blacks-adopting-mobile-devi/?page=all>

LEARNING FROM THE BEST



American Red Cross



Wendy Harman

Director of Social Strategy

American Red Cross

Washington, D.C.

Named to **2012 Non-Profit Times “Top 50 in Power & Influence”** along with Bill Gates, Marion Wright Edelman etc.

“There is no doubt that the Red Cross leads the sector in social media use for literally saving lives and **Harman** is at the epicenter of it. The new social media command center is unlike anything in the sector and no secrets are kept. Harman obviously was listening during the lectures on sharing. She has a history of collaboration via technology”

PRESIDENT OBAMA AT DIGIDOC #SANDY 2012



President Obama
sending a tweet to
Thank A Donor for
helping out with
Hurricane #Sandy
on behalf of the Red
Cross



CONTACT INFORMATION



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