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## Now is Too Late: Utilizing Social Media for Situational Awareness

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**#SMEM**

# Emergency Management Tasks

- Sense Making
- Decision Making
- Meaning Making
- Terminating
- Learning

- Authority is being replaced by the need to influence
- Commodification of knowledge is dead
- Public expectations
- Ubiquitous mobile devices with GPS
- Rise of social networks

# John Locke didn’t have to deal with *Big Data*

- **Volume**
- **Variety**
- **Velocity**

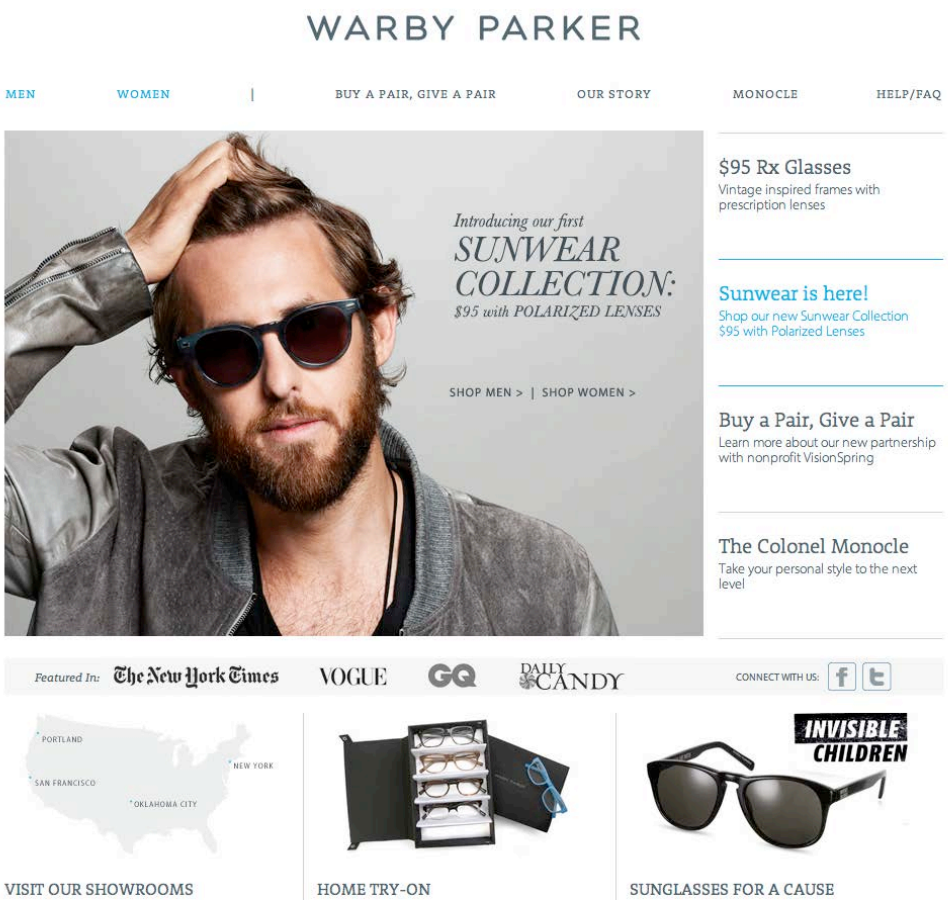
# Define your objectives

The more complex the objective, the harder it will be to achieve

# Establish your brand in advance

# Find your influencers

# Warby Parker Content Qs




- **Is it unique?**
- **Is it authentic?**
- **Is it unexpected?**
- **Does it do good?**
- **Does it have a compelling narrative?**

# Don’t Push . . . Pull!

# Watch for hoaxes – pause before posting

Combine human judgment with artificial intelligence

Geofeedia

search by place name or address

Map

About

# Hurricane Sandy - Manhattan

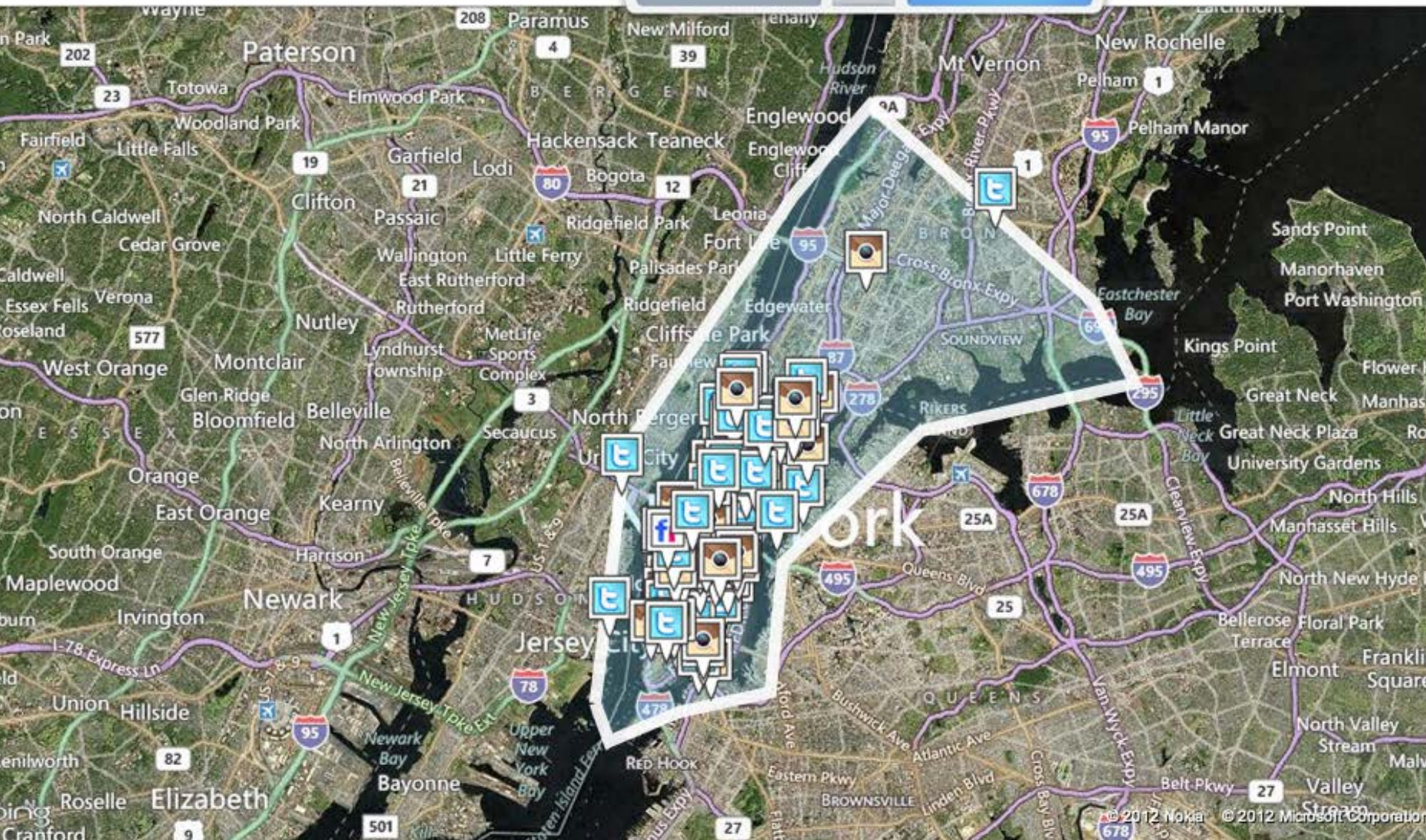
by michaelmulroy, 1 hour ago

Save As

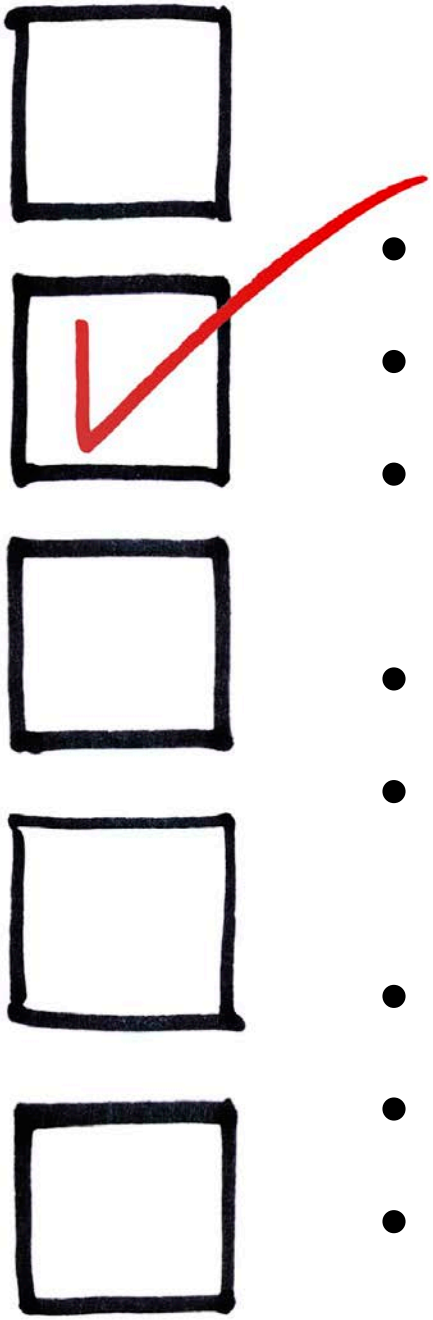
Settings

Collage

Map



Microsoft Live Labs
Photosynth TECH PREVIEW
Via @patrickmeier



# Key Points

- Identify your objectives
- Find your influencers
- Give your trusted agents content to share
- Pull, don’t push
- Marry human and artificial intelligence
- Adopt a portfolio of platforms
- Manage the risks
- Policy