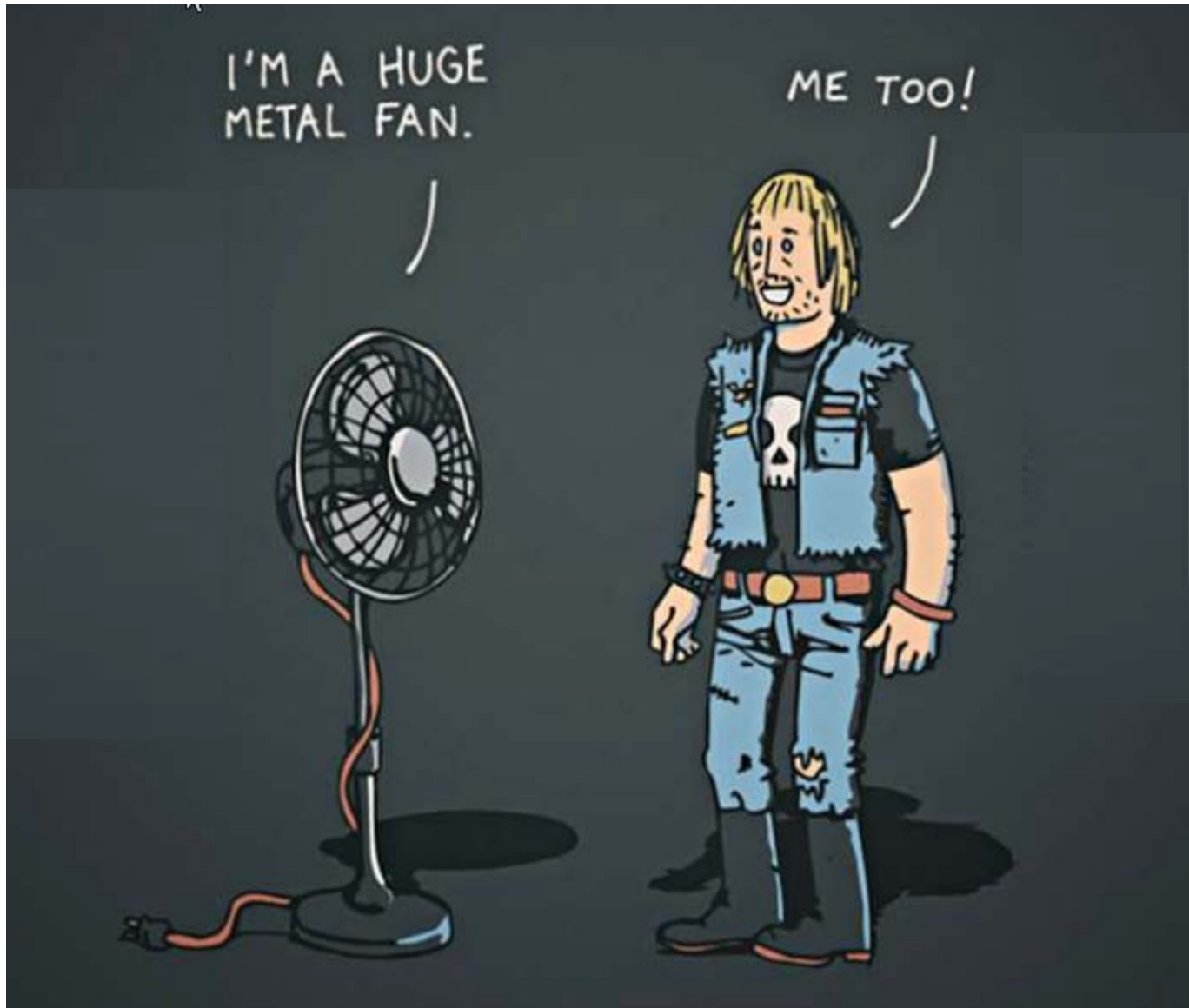




Social Media Considerations for Crisis Communication

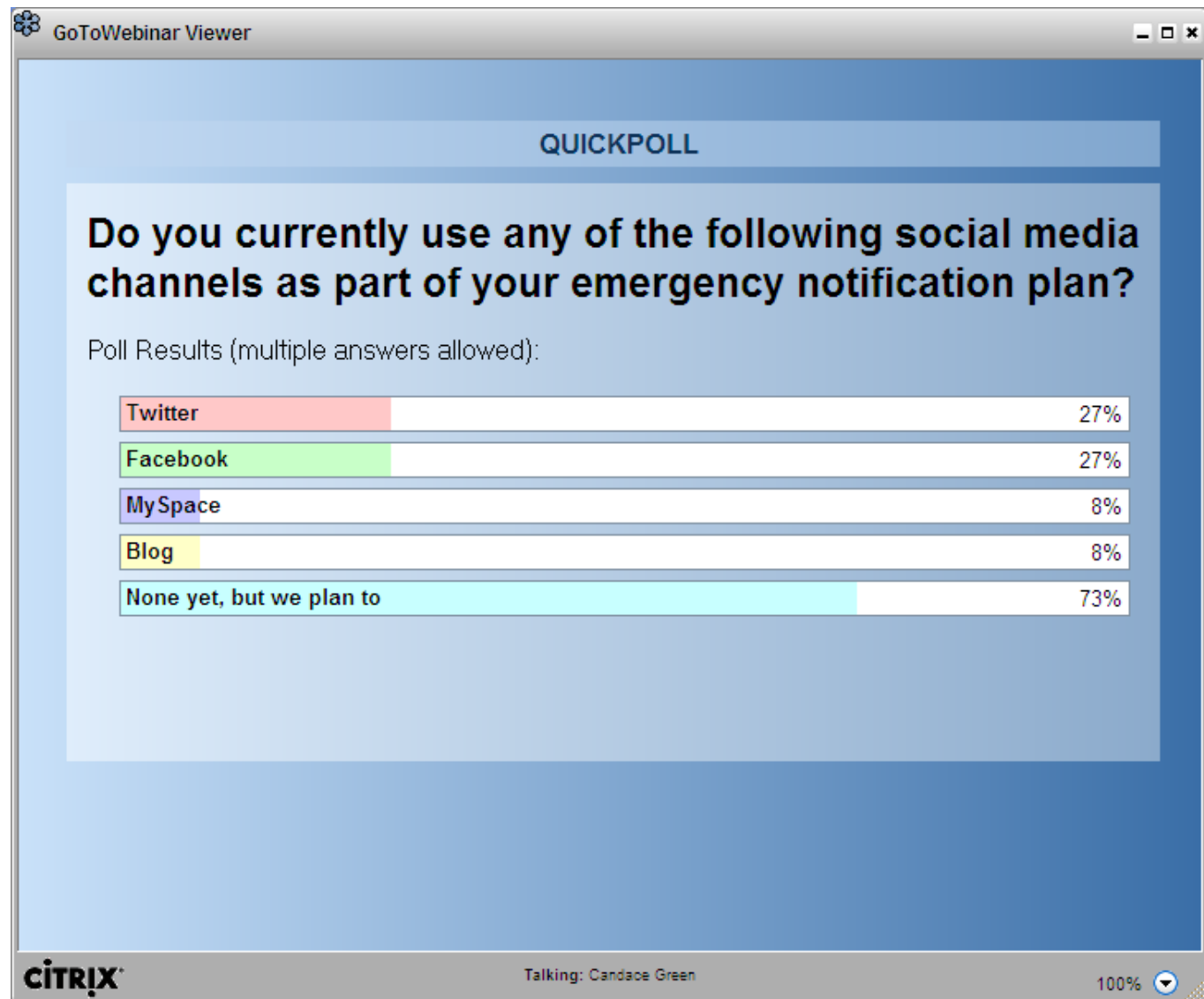
Marc Ladin

#ICRC @marcladin

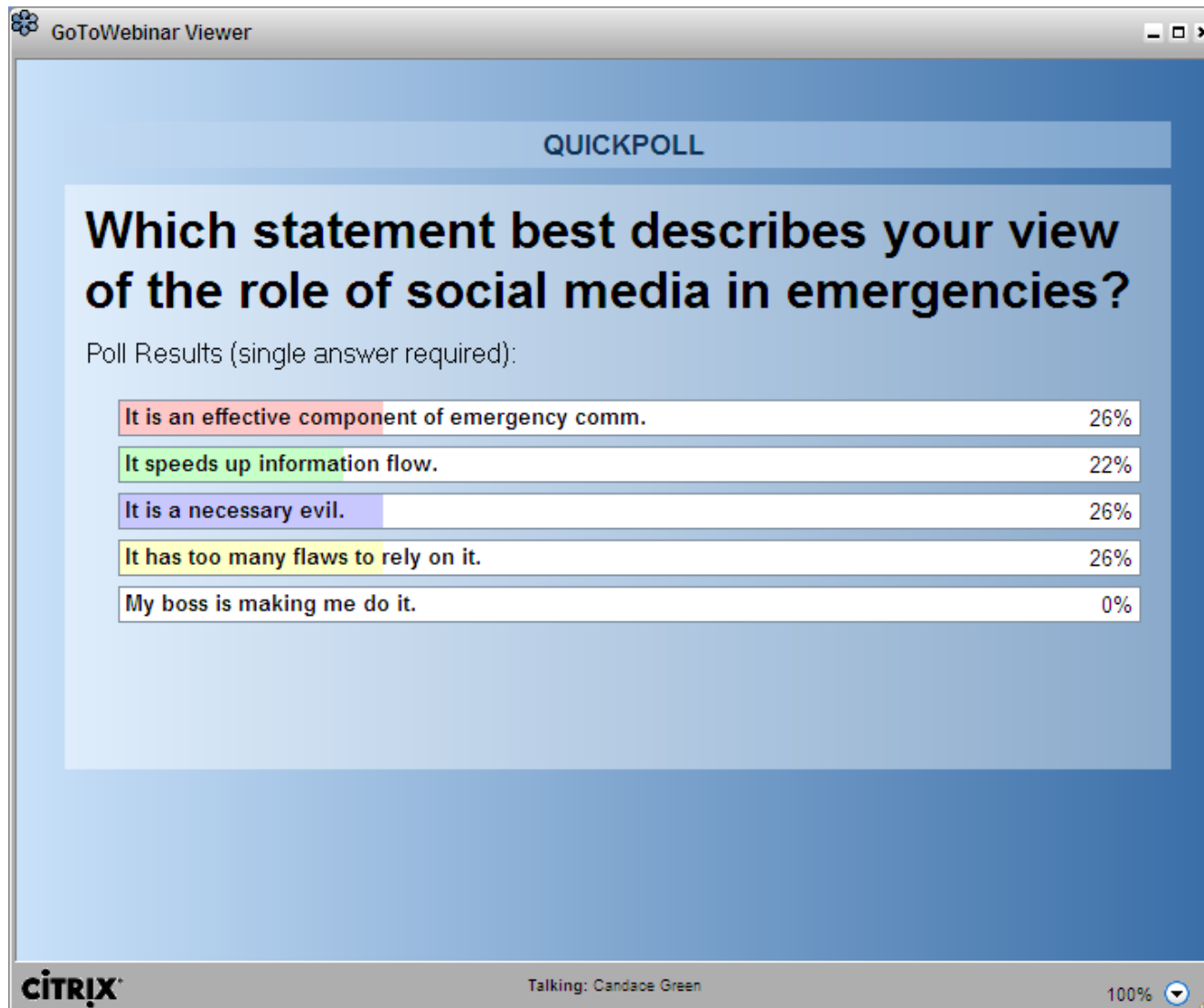


Everybody's doing it, are you?

Audience results



Audience results



Connected



City and County of San Francisco



Welcome

[Connect](#) | [Live](#) | [Visit](#) | [Work](#)

[Mayor](#) | [Supervisors](#) | [Agencies](#)



Edwin M. Lee Sworn in as 43rd Mayor of San Francisco

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Get Things Done

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[Most Requested](#) ▼

[Neighborhood Resources](#) ▼

[GO](#)

[News Blog](#)   [2011 Homeless Count - Volunteers Needed](#)

Social Media Center

Find the City beyond SFGOV

Government TV

Watch your City in Action



cable channel 26

Community Clean Team

Help Us Keep Our City Clean



HireSF

Find San Francisco Jobs Now




everbridge

technology + expertise

#ICRC @marcladin

Not so connected

The screenshot shows the homepage of the City of Chino website. At the top, there is a navigation bar with links for 'Calendar', 'Jobs', 'News & Updates', and 'Contact Us'. To the right of these links is a dropdown menu labeled 'I Want To...' and a search bar containing the text 'facebook'. A mouse cursor is pointing at the search bar. Below the navigation bar is a large banner with a mountain landscape. On the left side of the banner is a circular logo that reads '100 YEARS CHINO'. To the right of the logo, the text 'Welcome to the CITY OF Chino' is displayed. Below the banner is a green navigation bar with four links: 'Home', 'Residents', 'Businesses', and 'Government Services'. Below the green bar is a white search bar with the word 'Search' on the left. To the right of the search bar is a link labeled 'Advanced Search'. Below the search bar, a message says 'Did you mean: litter?' in a blue box. Below this message, a message says 'Your search twitter did not produce any results.' in a blue box. Below this message, the word 'Suggestions:' is displayed. Below 'Suggestions:', there is a list of four suggestions: 'Make sure all words are spelled correctly.', 'Try different keywords.', 'Try more general keywords.', and 'Try fewer keywords.'

Calendar | Jobs | News & Updates | Contact Us

I Want To... facebook go

100 YEARS CHINO

Welcome to the CITY OF Chino

Home Residents Businesses Government Services

Search

Advanced Search

Did you mean: litter?

Your search twitter did not produce any results.

Suggestions:

- Make sure all words are spelled correctly.
- Try different keywords.
- Try more general keywords.
- Try fewer keywords.

Social Media Soup - Is it Shakespeare or Ben Franklin?



What is Social Media?

Wikipedia:

Media designed to be disseminated through social interaction, created using highly accessible and scalable publishing techniques. Social media uses Internet and Web-based technologies to transform broadcast media monologues (one to many) into social medial dialogues (many to many). It supports the democratization of knowledge and information, transforming people from content consumers into content producers. Blah blah blah blah blah blah blah.

The Big 2 – Facebook and Twitter

Facebook

- More than 500 million active users, 200 million access via their mobile devices
- Facebook users avg. 41,088 min/year - Internet users spend more time on Facebook than on Google, Yahoo, YouTube, Microsoft, Wikipedia and Amazon - combined
- People spend over 700 billion minutes per month on Facebook

Facebook considerations

- Outages and downtime
 - In October 2009, an unspecified number of Facebook users were unable to access their accounts for over three weeks
 - September 2010, Nobody within the UK, US and Latin America could log in to Facebook with Facebook quoting a DNS Failure

Twitter

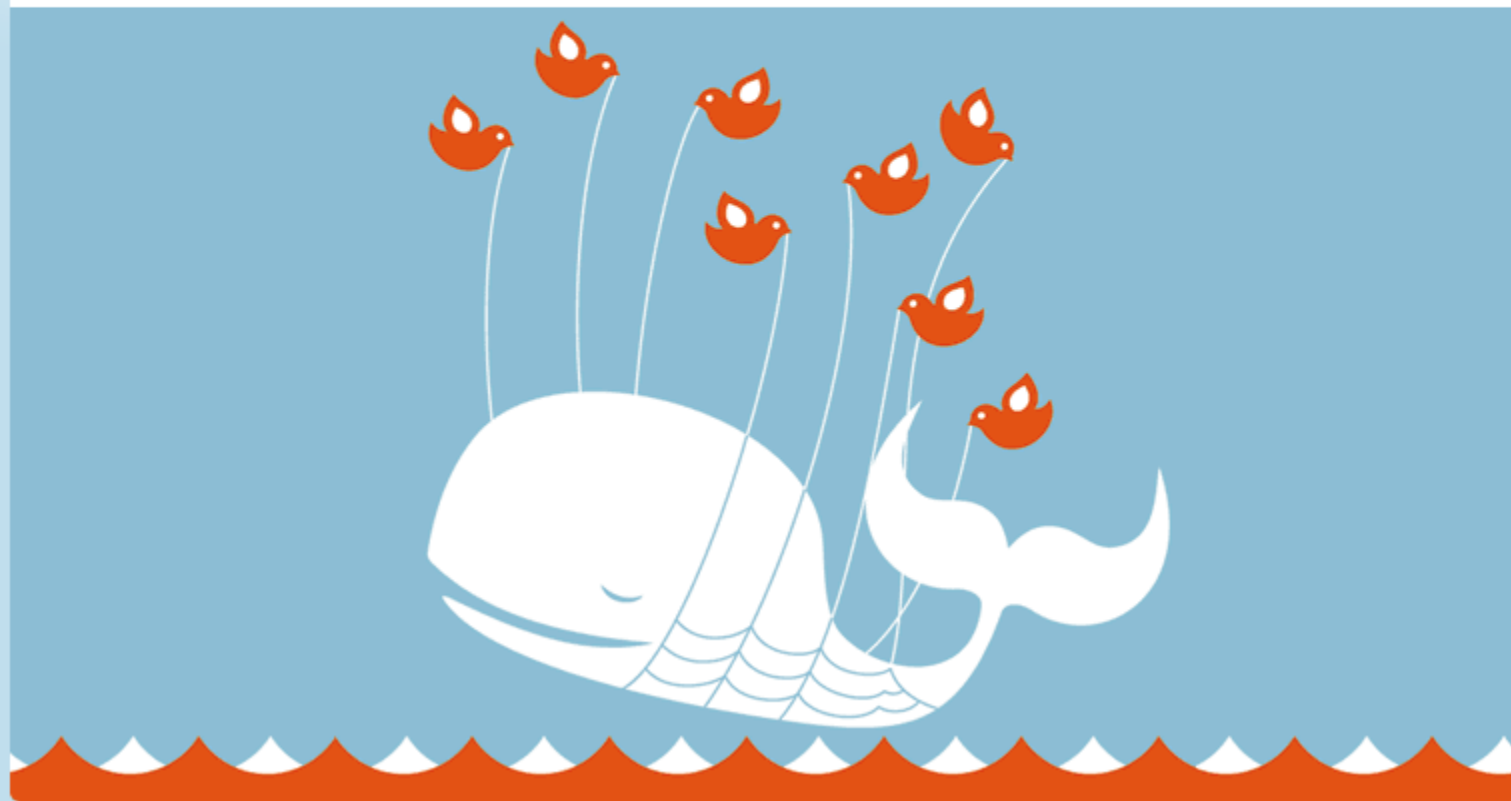
- 140-character micro-blogging tool – the ultimate A.D.D. tool.
- Twitter has gained popularity worldwide and is estimated to have 200 million users
- 65M tweets are written each day, spikes to 150m during events, 3,283 per second record

twitter

Home >

Twitter is over capacity.

Too many tweets! Please wait a moment and try again.



June 9, 2010 9:50 AM PT

Other Twitter considerations

- Less than 11% of US Internet users are on Twitter
- Skewed demographics - <19% of twitter users are less than 18 years old

Getting the word out - Haiti

- Jan. 12, 2010, Haiti was devastated by 7.0-magnitude earthquake
- Devastation was voiced via the Web and Twitter before rescuers could even hit the ground
- Twitter proved to be a catalyst for the mobilization of people, resources and global philanthropic efforts



Political Crisis and Social Media | Egypt

- Twitter and Facebook have achieved meaningful use as a means of communication in countries embroiled in turmoil
- Internet service was suspended and text messaging disabled for one week in Egypt due to political unrest and the popularity of social media outlets such as Facebook and Twitter



Social media – a few things to consider

- Social media = Email circa 1995
- The power of social media is 100% dependent on the network effect – it takes care and feeding
- Address key issues such as privacy, training, legal implications, and desired resources

Getting the word out



seattle911

Name Seattle 911
Location Seattle, WA
Bio Seattle 911 dispatch
UNOFFICIAL twitter feed. DO
NOT report emergencies here!

0 following **133** followers **33** listed

**Medic Response @ 4249 Ne 107th St
(E40 M31)** <http://bit.ly/fK40xS>

12 minutes ago via Seattle 911 Tweeter from Matthews Beach, Seattle

Medic Response @ E Pike St / Bellevue Av (A25 M1)
<http://bit.ly/icAhHn>

24 minutes ago via Seattle 911 Tweeter from Broadway, Seattle

Medic Response @ 4400 Stone Way N (E9 M16)
<http://bit.ly/eSGfQi>

35 minutes ago via Seattle 911 Tweeter from Wallingford, Seattle

Medic Response @ 1614 Summit Av (A25 M10) <http://bit.ly/gFDoyd>

41 minutes ago via Seattle 911 Tweeter from Broadway, Seattle

Aid Response @ 4508 S Genesee St (L12) <http://bit.ly/eNhNOf>

44 minutes ago via Seattle 911 Tweeter from Seward Park, Seattle

Medic Response @ 6314 42nd Av Sw (E32 M1) <http://bit.ly/fWyoot>

about 1 hour ago via Seattle 911 Tweeter from Fairmount Park, Seattle

Aid Response @ 6922 38th Av S (E28) <http://bit.ly/dQIlpQ>


about 1 hour ago via Seattle 911 Tweeter from Holly Park, Seattle

Assault w/Weapons, Aid @ 13517 Linden Av N (B6 E24)

Tweets 98,495

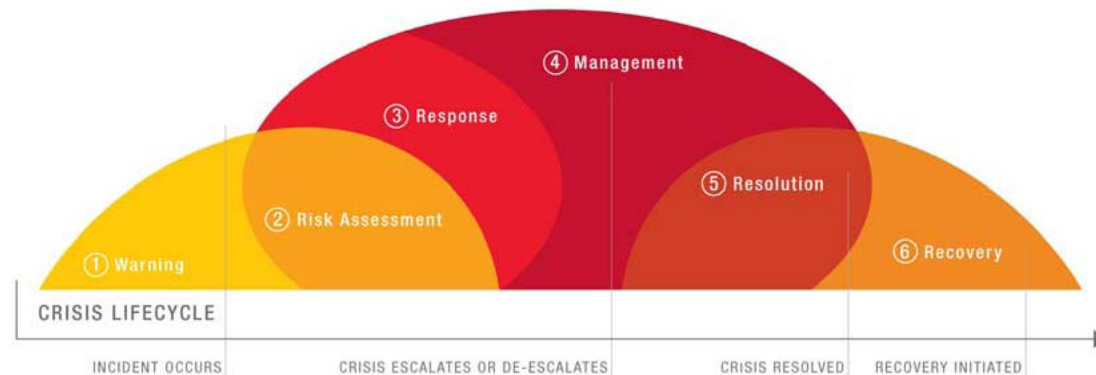
[Favorites](#)

[Following](#)

 [RSS feed of seattle911's tweets](#)

Implementation considerations

- Create a social media playbook that is integrated into your communication SOP's
- Create message maps to contain your message. Have a playbook.
- Map your social media communication plans to the 6 stages of a crisis



Social Media recap



Pros

Popularity. Social media sites generate heavy traffic; Twitter attracts up to 25 million visitors.

Cost effective. Using social media expands information delivery, and it's free!

Immediacy. Tweets are immediate and broadcast information in real time.



Cons

Vulnerability. Social media channels are susceptible to security threats/attacks.

Emerging technology. Despite the popularity of Twitter, more than 60% of users abandon the service after a month.

Performance and scalability. "Too many tweets" took Twitter down on 1/20/10.

Credibility and passivity. Information is neither verified nor actively pushed to personal devices; there is no way to confirm your message was received.

Coverage and reach. These channels do not reach all demographics.

Source: Everbridge

Questions?

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Keep in touch



twitter.com/everbridge



facebook.com/everbridgeinc



blog.everbridge.com