

Using social media to manage disaster volunteers in Greece

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Outline

- Social media in disaster response
- Disaster volunteers in Europe
- Hellenic Red Cross
- Social media for volunteer management





Social media in disaster response

- Increasing role in disaster response.
- Can be used:
 - to passively disseminate public information; and
 - as a crisis communications tool to broadcast warnings, receive requests for assistance, enhance situational awareness, and improve damage estimates.
- The public turns to social media
 - for up-to-date and unfiltered information on the hazard event; and
 - to check the whereabouts of family and friends.



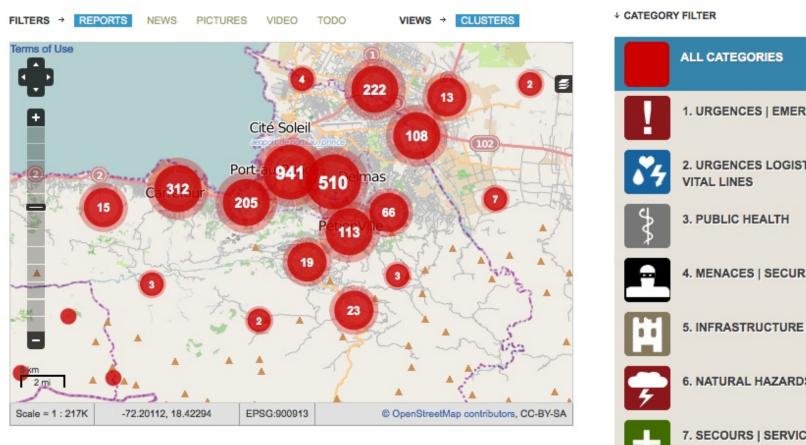
Social media in disaster response (cont.)





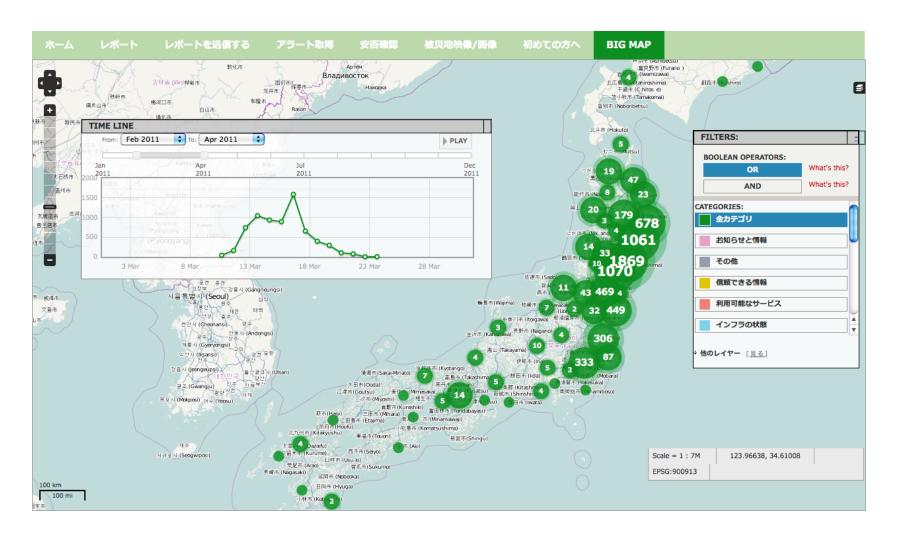


Crowdsourcing!!!



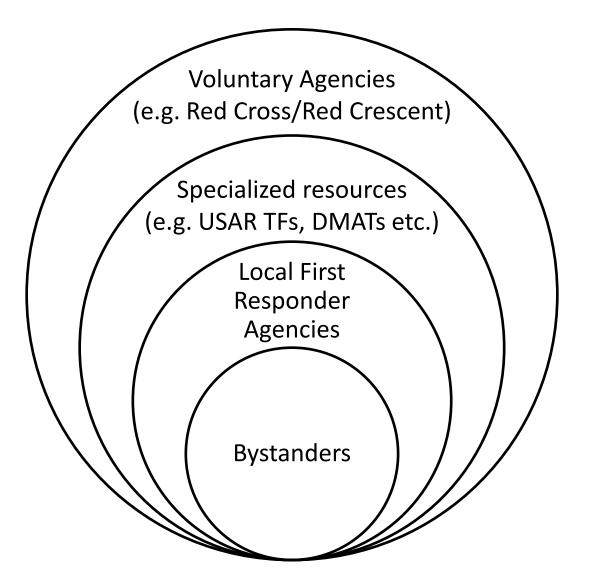


Crowdsourcing!!!



of Crete

Volunteers in disasters



Disaster volunteers in Europe















Research hypothesis and methodology

- We have focused on the range of communications means used during each disaster management activity.
- Key parameters include:
 - Speed of message delivery and message volume.
 - Reliability and security.
- The Hellenic Red Cross Operations Branch was used as a test case:
 - semi-structured interviews with Local Branch Managers actively using social media for volunteer management (n=7); and
 - questionnaires with individual volunteers (n=108).







Hellenic Red Cross

- Established by Royal Decree in 1877
 - Geneva Conventions ratified in 1956
 - Additional Protocols ratified in 1988 (AP I) and 1992 (AP II)
- Today, includes 3 functional Branches
 - Nursing Division
 - Social Welfare Division
 - Samaritans, Rescuers and Lifeguards Division



API@. 44.



EVNOVIS TON ENHEPIEKOMENON

Διατάγματα σ. Τ΄ Περί έγκριστως τῆς εδρύστως έπισούραι τῶν ἐν παλίρου πραγματιών συλλόγου.-- 2) Περί έπεκτάπου cał cyclios vię cilian, Abrado mie się uszegływie Gungolu vo dowadniem.— I liej cię świ do indominio nielości godza rały na dominio Papino.— I liej linfolds garriacy powo mie namanuća propomowa dn. w całe gang w 1/96 kie-macki na i doglała wad gang liejna.— S liej popunowaniem, ci pomowi nama doklatno konstrumenio odpara-nacki na i doglała wad gang liejna.— S liejna. «Κανοτοντήκος» — 6) Περί νεμιμοσιακότους ώτούτος τού φυσικού τέκνου τού Αντεκότο Κακίλλη διόματι ο Θεέδωρος 3 — Εθνικόν δάκτου του 9,000,000 οράγκου - Έκθέστις περί δημοτιείσεις τόμων - Άγγελίαι άφορδους είς τόν δειασίας δειχατίας. — Δελοποιήσεις πρέσεις πρέ ἀποίγραθντικ ελαρούχων τῶν ἐπορχιῶν Κελεδρύτων, Ζετάνθου, Πολίας, Navamenting, Tempoling and Publish.

TEAPOPAMA.

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Εξελ έγχερίστως της έδρόσεως έπικεόρου των έν πελέμφ τραγματιών συλλόγου.

ΓΕΩΡΓΙΟΣ Α΄

BAZIAEYZ TON KAAHNON.

Προτάσει του "Ημετέρου έπὶ τῶν Έρωπερικῶν "Υπουργού. ιών συλλόγου, οδ τὰ καθέκοντα διαγράφονται έν το συντμ μένο τὰ παρέντι καταστατικό αύτου. "Ο αύτὸς "Υπουργία δημοιοπόσει καὶ έκτελέσει το παρέο Δε:

Es Ashania, the 10 Incepto 1877.

A. KOYMOYNAGYPON

KATANTATIKON Τοὺ έπικούρου τουν έν παλέμων τραυματούν συλλόγου.

1. Τθρίσται έπίχουρες των πραφματών αύλλογες, συστές το ναρίου αίντε ή αρός τούς όν αρλέμμε τραυματίζορενους ή νοσυπτας χορογία έκτρικές περιποιήσεως και θεραπείας, και πάντων των πρός τούτο άναγκαίον, έν τῷ ποδίφ τῆς μάχτε, έν τοῦς years opens and by toll vectores and

2, 'Ο σύλλογος άπεδέχθη τές γενοκές άρχές, τές διατυπώείσας έν τη διαδιεί συμδύσει τη ύπογραφείτη έν Γενεύη τήν 10/22 Αύγούστου 1864, και έν τῆ προοθέτω αύτῆς πράξει τη merganosis s status vito 8/20 'Ontueboiou 1868, sic de moon-

3. Τὸν σύλλογον συγκροτούσεν οἱ έδρυτεὶ καὶ τὰ μέλα μότου. Τλευτός του συλλόγου διατελεί 6 κατοθάλλων έτώρων έμε-το εύγλ έλώσουα των είκοππέντε νέον διαγμών, μέλως δε δ αταδάλλων σύχι έλάστονα τῶν πέντε νέων δραγμῶν ἐτιρέως. 'Ιδρυτεί και μέλη του συλλόγτυ δύνανται να διατελώσι καί ιομία, καταδάλλουσοι τούς έν τῷ ἀγτοριένω έδικούω έγγετίους

4. Αι πρόσοδοι του συλλόγευ συνέστανται

1. Es pay érapley sofrey par idjupas uni pay unlaw 2. Έκ τῶν δωρεῶν παυτός είδους, τῶν ἐκτάκτων συνδρομῶν,

3. Εκ τῶν τόκων τῆς χρηματικῆς σύτοῦ περιουσίας 5. Έχ τῶν εἰσεδημέτων τῶν ἐνδεχομένων κύτοῦ ἀκινήτων

5. 'Η διοίκνους του συλλόγου άναιθεται είς ένδεκακελές ubsidiore, identes in "Ablesia nel indepluerer ini operator ό των δέρυτων έν γεκική αύτων συνελεύσε

Το συμθούλιον έκλέγει όε των μελών του ένα Πρέοδρον, ένα λντικρόεδρον, Ταμίαν καὶ Γραμμαπέν.

Μιτά την λήξην της τρατίας οι άποχορούντας σύμβουλοι δύ ανται νὰ ἐκλεχδώσιν ἐκ νόνω

Έν περιπτώσει άποδιώσους, πυροιτίστος ή άλλου έπί μαιχόν χαλλήκατός τινός τών συμβιόλων, τό συμβιόλουν έχαι το

Hellenic Red Cross Samaritans, Rescuers and Lifeguards Division

- a.k.a. Hellenic Red Cross –
 Operations Branch
- Established in 1932 as the first Ambulance Service in Greece.
 - "Samaritans" were actually the first Greek EMTs
- Focus on rescue and disaster services





Routine stuff...

Event First Aid

Lifeguard Stations









Prevention and Preparedness

Public education



Training and exercises

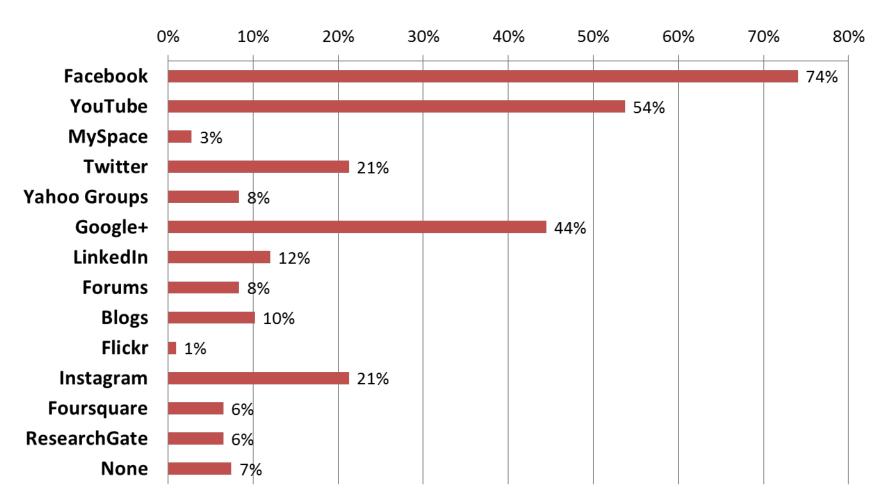


Volunteer Management: Communications

- Facebook messages
 - Used for routine information.
 - Volunteers typically get the message within a day.
 - Feedback on message reception.
 - No messaging lists: risk of forgetting someone and takes more time.

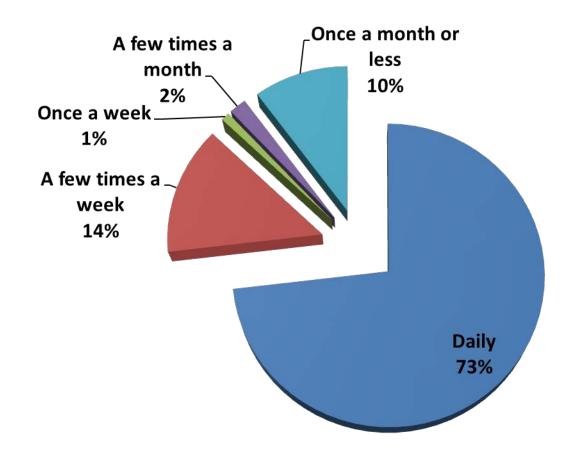
of Crete

Nearly all volunteers participate in at least one online community or social network





The majority (87%) participates in social media every day or nearly every day



Volunteer Management: Communications

- Facebook messages
 - Used for routine information.
 - Volunteers typically get the message within a day.
 - Feedback on message reception.
 - No messaging lists: risk of forgetting someone and takes more time.

E-mail

- Used for routine information, but generally considered more formal.
- E-mail lists reduce time and the risk of forgetting someone.
- Volunteers typically get the message within 3 days.
- Compared to alternatives, both reduce time and cost!



Responding to emergencies...

Wilderness/Mountain SAR



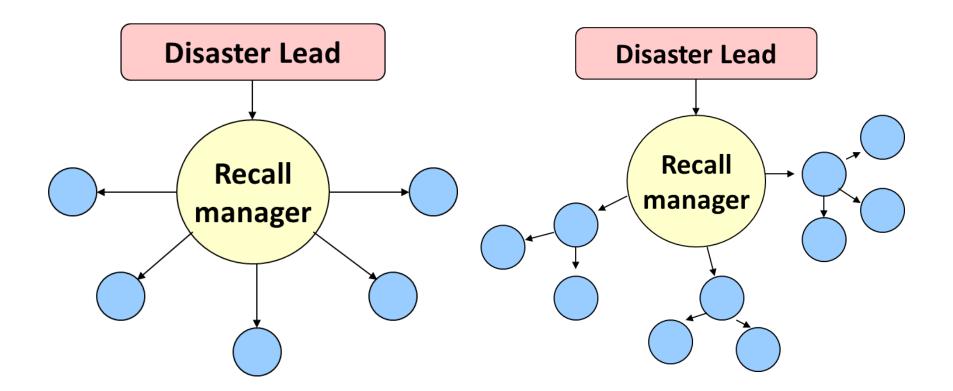
Wildland Firefighting (Type II Crews)



Emergency staff recall procedures

"Dispatch" procedure

"Pyramid" procedure

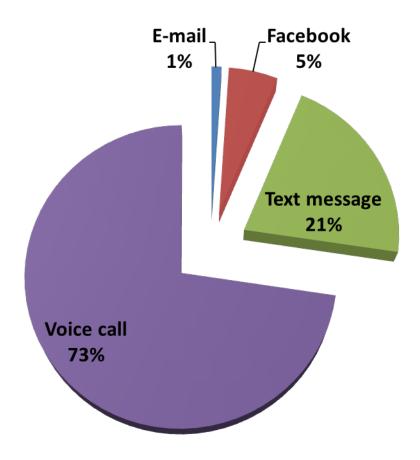




Staff recall for isolated emergencies

- Isolated emergencies generally require limited personnel with specialized skills.
 - E.g. search and rescue, technical rescue, emergency medical etc.
- Internet-based text message service used for preparatory alerts/briefings.
 - Less information is conveyed.
 - Used when no feedback is required.
- Voice calls are the preferred approach, for two reasons:
 - Limited personnel with specialized skills.
 - Volunteers need to readily acknowledge their availability.
- "Dispatch" procedure preferred over "pyramid" procedure.

The majority (94%) of volunteers believe traditional communication methods are faster for staff recall



Imagine that your Local HRC Chapter needs to recall volunteers for an isolated emergency (e.g. a lost person incident). Which one of the following communication tools could you be reached more quickly with?



When disaster strikes...















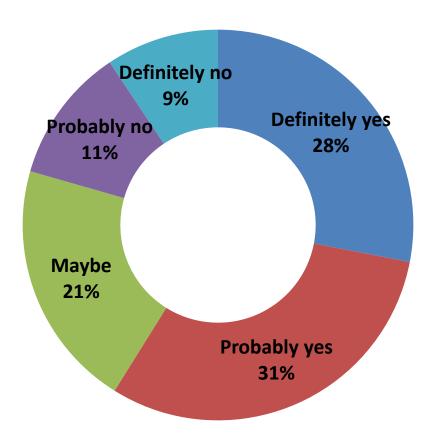








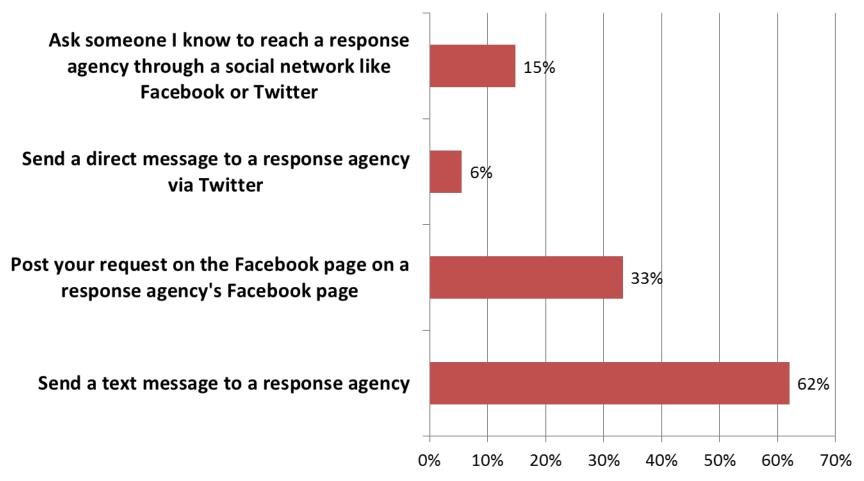
In the aftermath of a disaster, nearly half would use social media to let loved ones know they are safe



How likely would you be to use social media channels to let your friends and family know you are safe in the aftermath of a disaster?



More than half would send a text message to a response agency if someone they knew needed help



If someone you knew needed urgent help in the aftermath of a disaster, would you try to request help in any of the following ways?





When disaster strikes... (cont.)

Mass Care

Psychosocial Care



When disaster strikes... (cont.)

First Responder Base Camps

Urban Search and Rescue





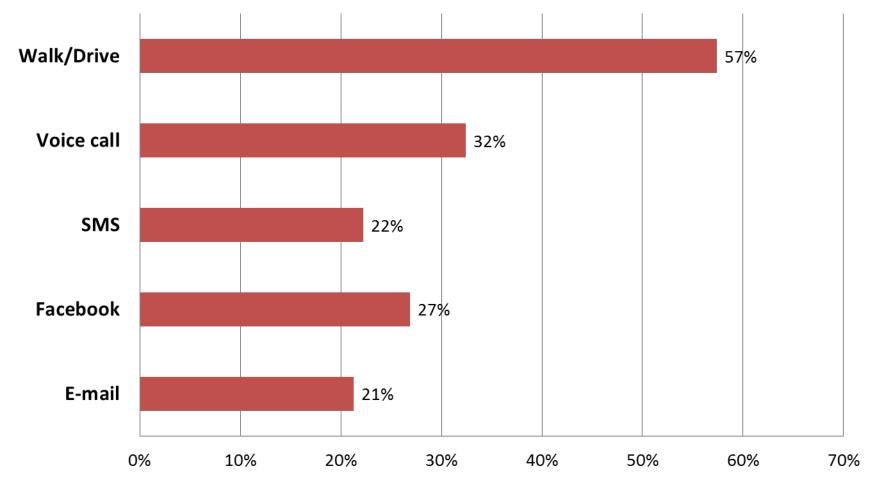


Staff recall in disasters

- Limited information required, provided there is a procedure.
- HRC Local Chapter Managers generally prefer voice calls.
 - Provide immediate feedback and are considered more reliable.
 - Staff recall procedures generally call for volunteers to report to the Local Chapter building as a contingency.
 - Text messages have also been used occasionally.
- "Self-mobilization" has been successful in getting volunteers to the Local Chapter, yet in some cases:
 - The number of volunteers who reported in largely outnumbered the needs, causing logistical problems.
 - Volunteers have reported in without personal "24-hour pack".

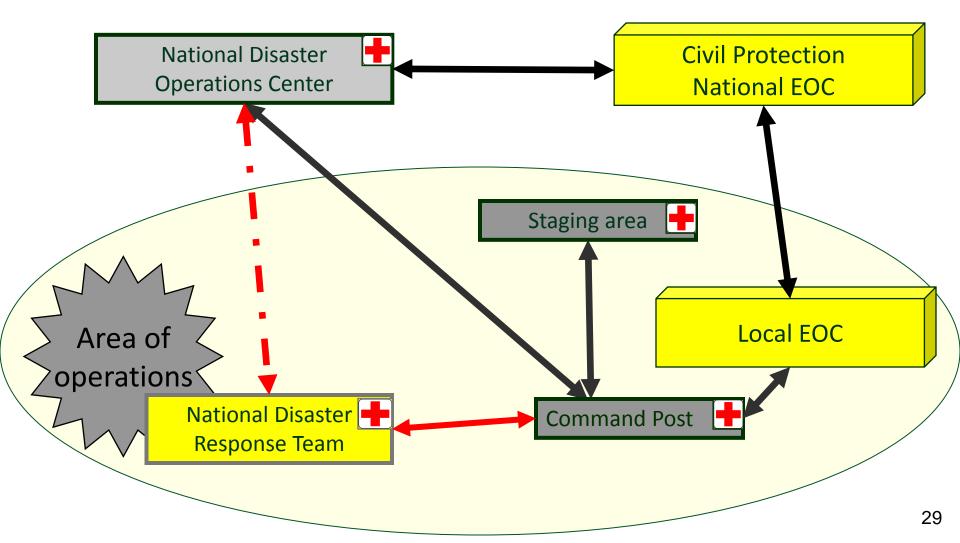
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Most than half (57%) of volunteers would walk or drive to the Local Chapter after a disaster



Imagine that you are on a rescue or relief mission after a major disaster. You have repeatedly called your HRC Local Chapter and gotten a busy signal. What other methods would you use?

HRC disaster response organization

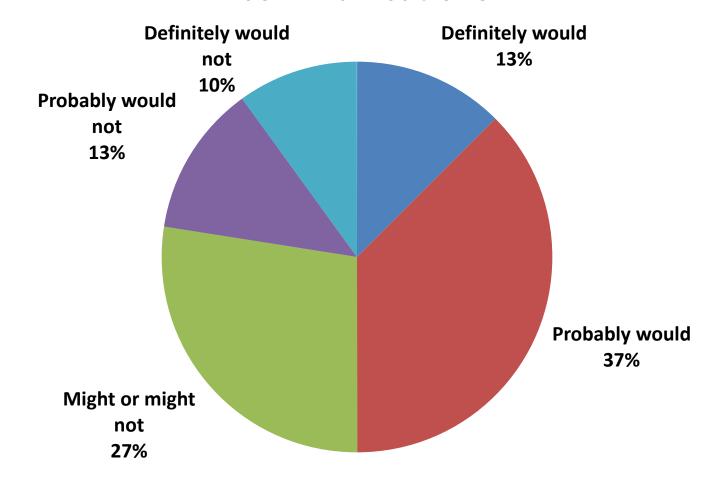


Reliability

- Voice call and data services are nearly equally vulnerable to traffic surge.
- Voice calls are preferred for post-disaster communication.
- Text message service has often been proven to remain functional until after voice and data services become unavailable.
 - It is difficult to determine the delay in message delivery.



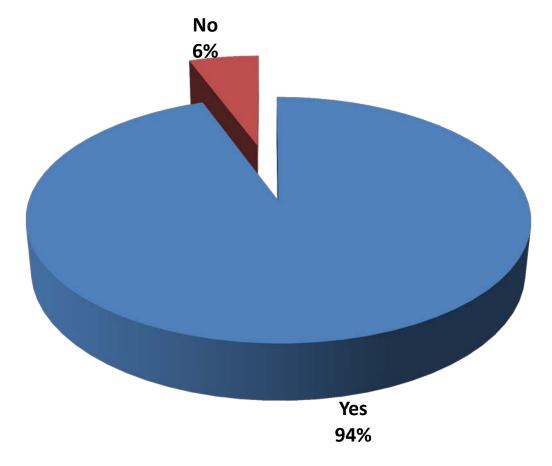
Half would use social media as backup operational communications



Imagine that you are on a rescue or relief mission after a major disaster. You have repeatedly called your HRC Local Chapter to request for additional resources and gotten a busy signal. How likely would you be to use social media channels to communicate?



Nearly all agree that the HRC should regularly monitor postings on social media



Do you agree that the HRC National Disaster Operations Center should regularly monitor social media sites in case of disaster so they can respond promptly to any requests for assistance posted there.

Conclusion

- Social media are an inexpensive communication tool for volunteer organizations active in disaster.
 - Traditional means of communication have been preferred, yet
 evidence suggests that social media and e-mail could also be used.
 - Speed of message delivery, message volume and reliability are key concerns.
- Communications redundancy seems to be the solution in the absence of further evidence.
- Further research is needed on post-disaster reliability and effectiveness of communications solutions.





Acknowledgements

The authors are grateful to the volunteers and leadership of the Hellenic Red Cross Samaritan, Rescuer and Lifeguard Division for participating in this study.

Samaritans, Rescuers and Lifeguards Division



Hellenic Red Cross











Thank you for your attention!

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Any questions??

