



Harnessing Social Media Effectively During An Emergency

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Who we are



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Today's agenda

Best practices presentation: Crisis strategy and planning (20 mins)

Simulation Phase 1: Crisis strategy and planning (35 mins)

Quick break (5 mins)

Best practice presentation: Crisis communications response (20 mins)

Simulation Phase 2: Crisis communications response (35 mins)

Quick break (5 mins)

Best practice presentation: Live engagement (20 mins)

Simulation Phase 3: Live engagement (40 mins)

Session objective

To help build the knowledge and practical experience of social media users in terms of how to effectively harness social media channels to communicate during a high-pressure emergency.

Scenario planning

Action planning

Live response

Stakeholder management

Reputation management



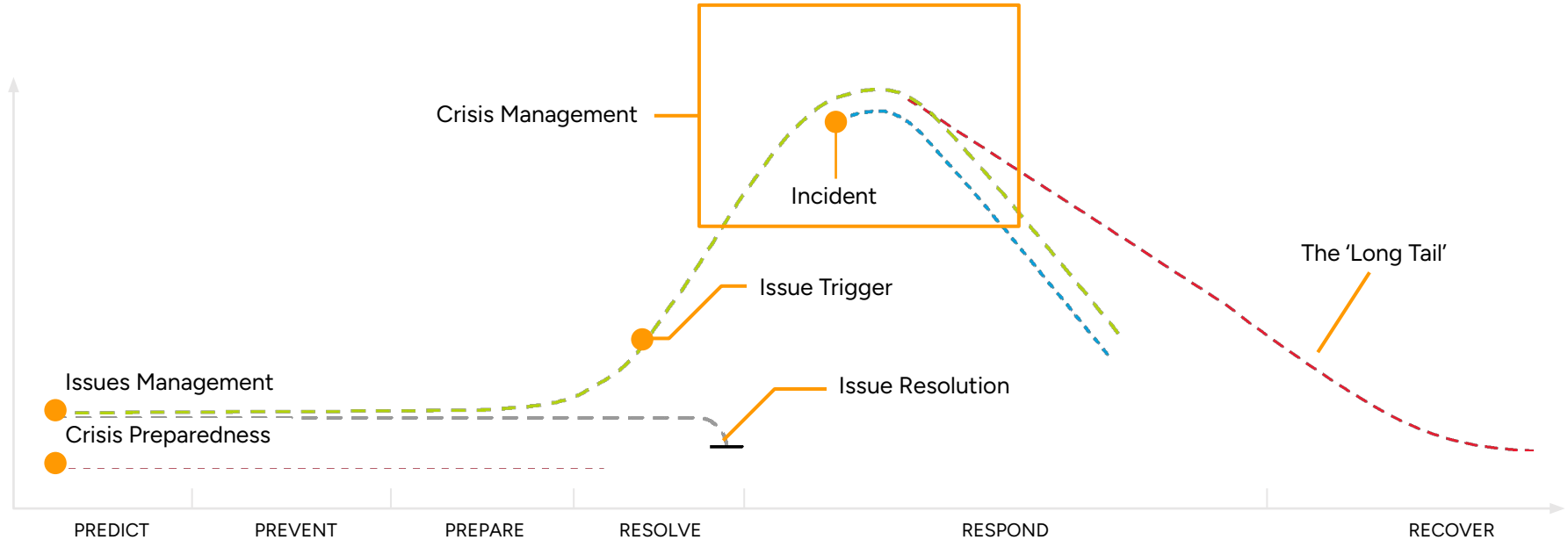
Click to add title

Why are we here?

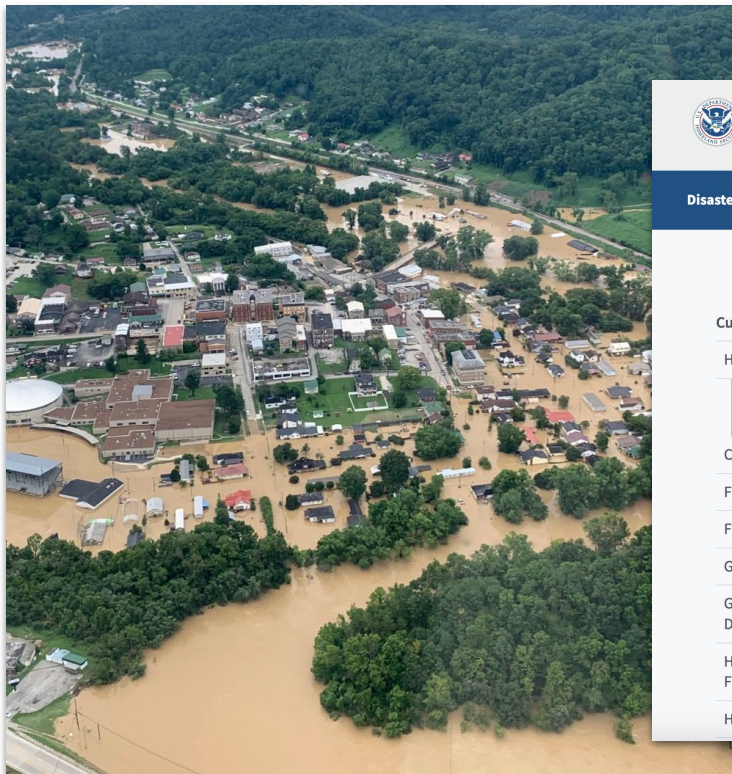
Social media has changed crises





The crisis lifecycle



Growing risks



 **FEMA**

Search FEMA.gov 

Disasters & Assistance ▾ Grants ▾ Floods & Maps ▾ Emergency Management ▾ About ▾ Work With Us ▾ [Apply for Assistance](#)

Current Disasters

Hurricane Helene

Hurricane Rumor Response

Connecticut Severe Storm

Florida Hurricane Debby

Florida Hurricane Helene

Georgia Hurricane Helene

Georgia Tropical Storm Debby

Hermit's Peak/Calf Canyon Fire

Hurricane Milton

Hurricane Rumor Response

العربية Deutsch English Español Français Kreyòl 한국어 Burmese
Português, Brasil Русский Tagalog 简体中文

Help keep yourself, your family and your community safe by being aware of rumors and scams and sharing [official information from trusted sources](#).

Do your part to stop the spread of rumors by doing three easy things:

1. Find trusted sources of information.
2. Share information from trusted sources.
3. Discourage others from sharing information from unverified sources.



Remember to stay strategic

Using a **'people first'** strategy to serve as your guiding star for what you will **do** and what you will **say**:



Residents



Responders



Staff



Public

Setting up for success

- Agreeing roles and responsibilities – who is doing what?
- Agreeing on priorities and working your process!
- Establishing the right rhythm of meetings (Meet > Break > Meet)
- Identifying information gaps, logging latest information, and sharing information amongst teams/agencies

The art of managing stakeholder perceptions

The key to mitigating impacts arising from any crisis:



Your performance should **meet or exceed stakeholder expectations**

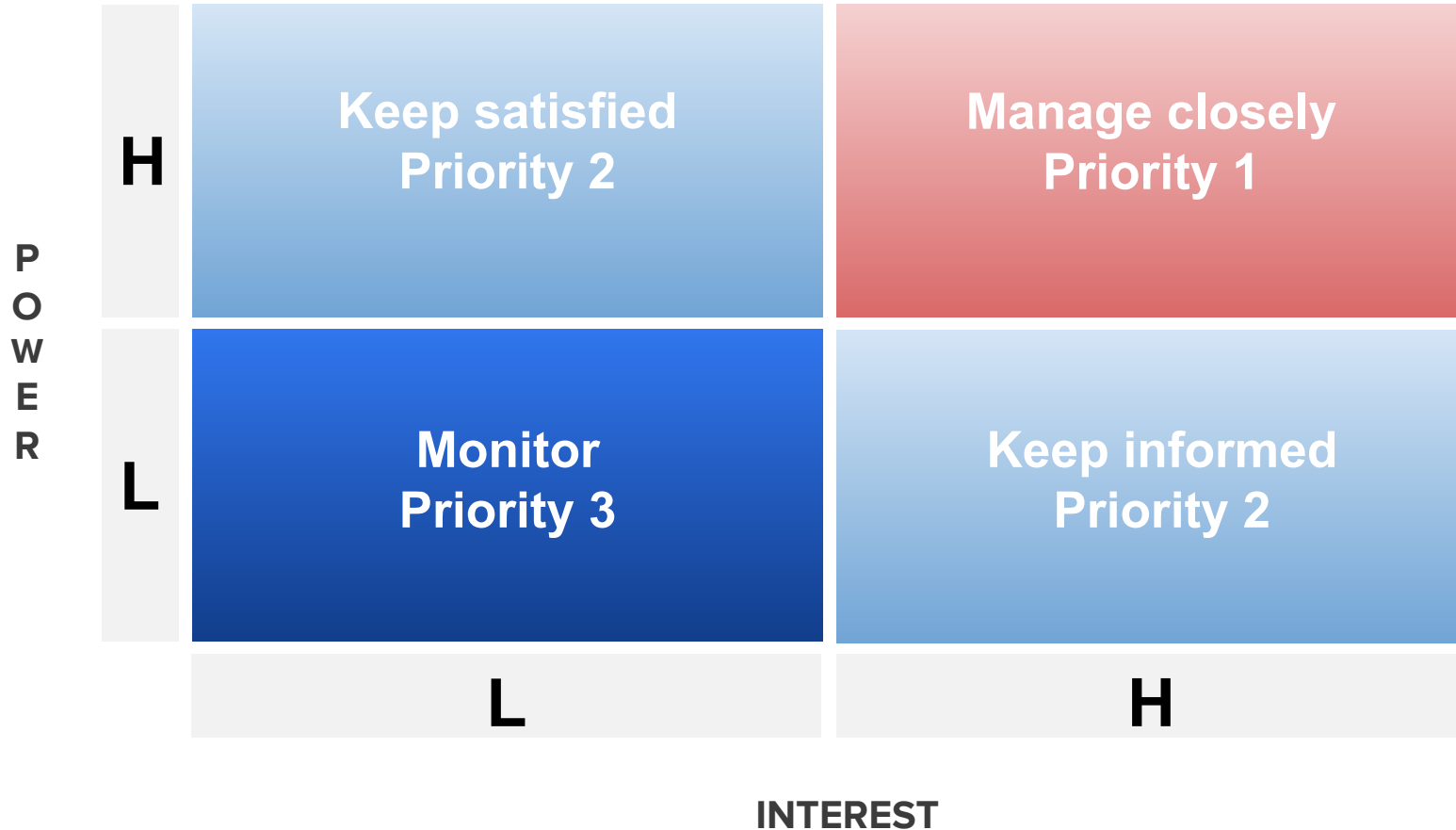


Being clear on who your **priority stakeholders** are (interest and power) and what their concerns are



Ensuring you engage with priority stakeholders to tell them what you're doing, **using appropriate channels and messaging**

Prioritization: stakeholder mapping



Where to reach your audience

Who?



Politicians



Journalists



Staff



Public

What?

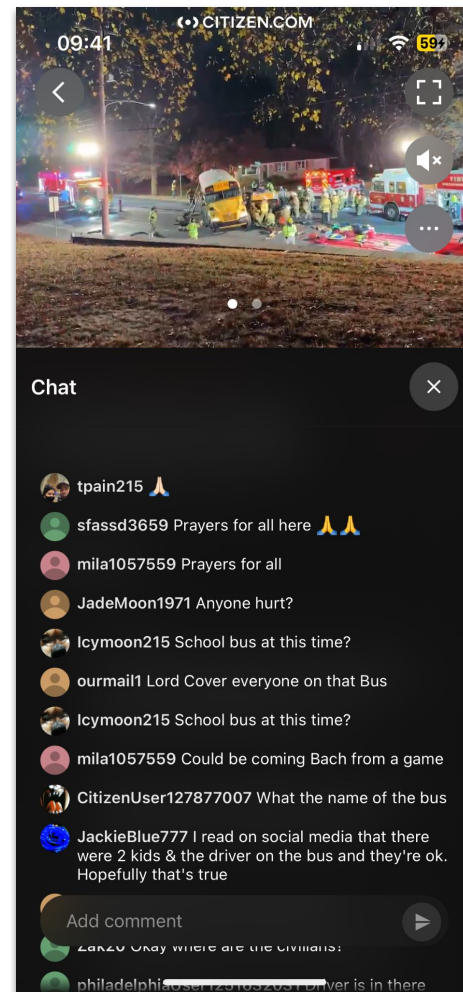
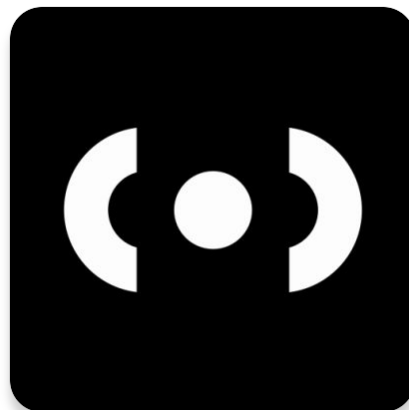
Key info

Action plan

Where?

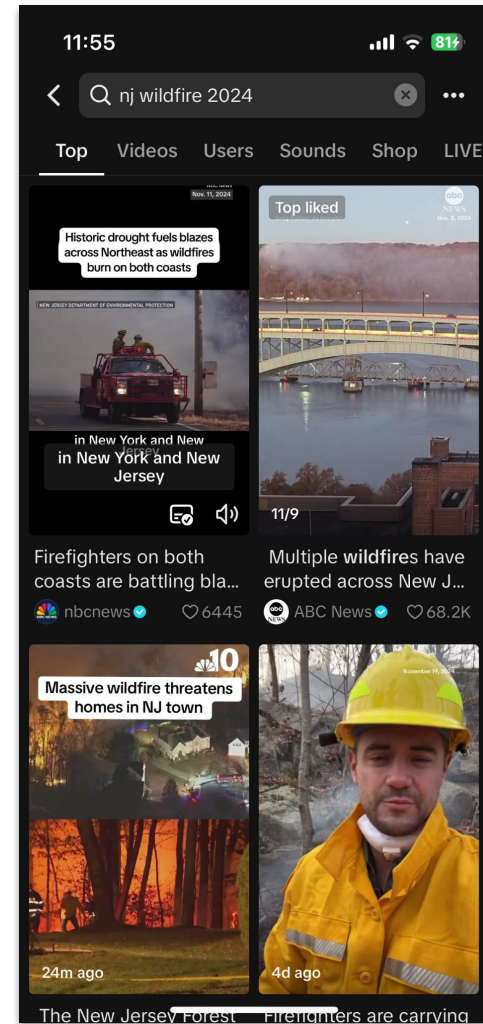


Other channels to consider



Know where your audiences are

- They're not all on one channel
- They're not all following you!
- They are likely using social media as a search engine



Where are your audiences?

Crisis90 Phase 1

The training

- 3 phases of an escalating crisis scenario
- Working in teams to complete tasks within tight deadlines
- Appoint a scribe and a spokesperson for your team



Guidelines

- Don't challenge the scenario...
- You are the team responsible for leading the response
- Teamwork makes the dream work!
- Draw on your expertise and experience to complete the tasks

Scenario

You will be acting as the comms team for Santa Barbara, CA.

The National Weather Service posts a weather warning on their social media account predicting heavy rain in Santa Barbara, CA over the next couple of days.

Accessing the platform

smss2025.crisis90.com

Username: blue
Password: boat25

Username: green
Password: grass25

Username: yellow
Password: york25

Username: red
Password: rose25

Username: orange
Password: opal25

Username: purple
Password: piano25

Accessing the platform

smss2024.crisis90.com

Username: brown
Password: cocoa24

Username: pink
Password: princess24

Username: black
Password: bear24

Username: grey
Password: goose24

Phase 1: Feedback

Strategy

People first! Inform public of key actions needed to protect their safety

Stakeholders

1-3: Local politicians, residents, external public

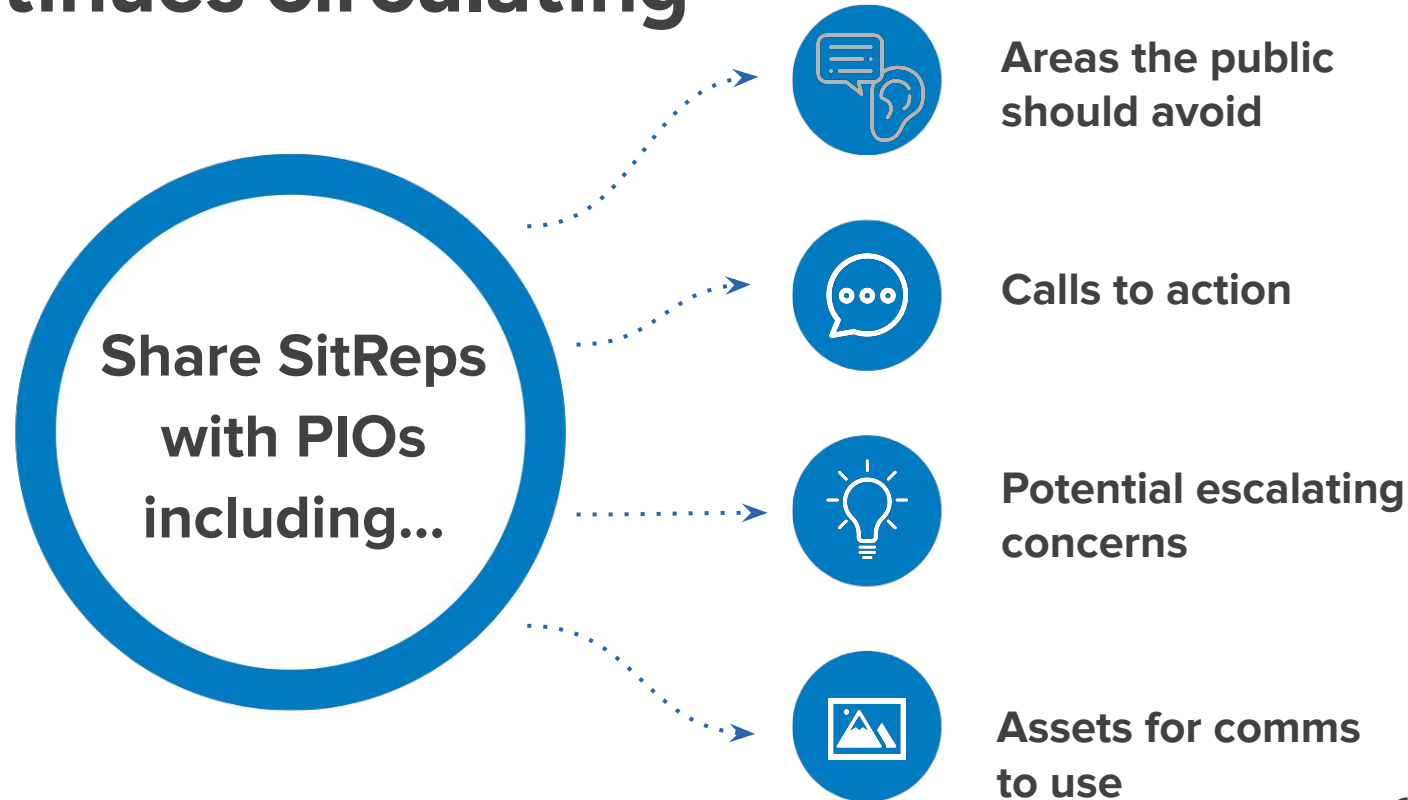
Roles & Responsibilities

Priority actions: Assemble team and assign roles, establish situational awareness, identify immediate harms, locate and distribute resources, circulate messaging



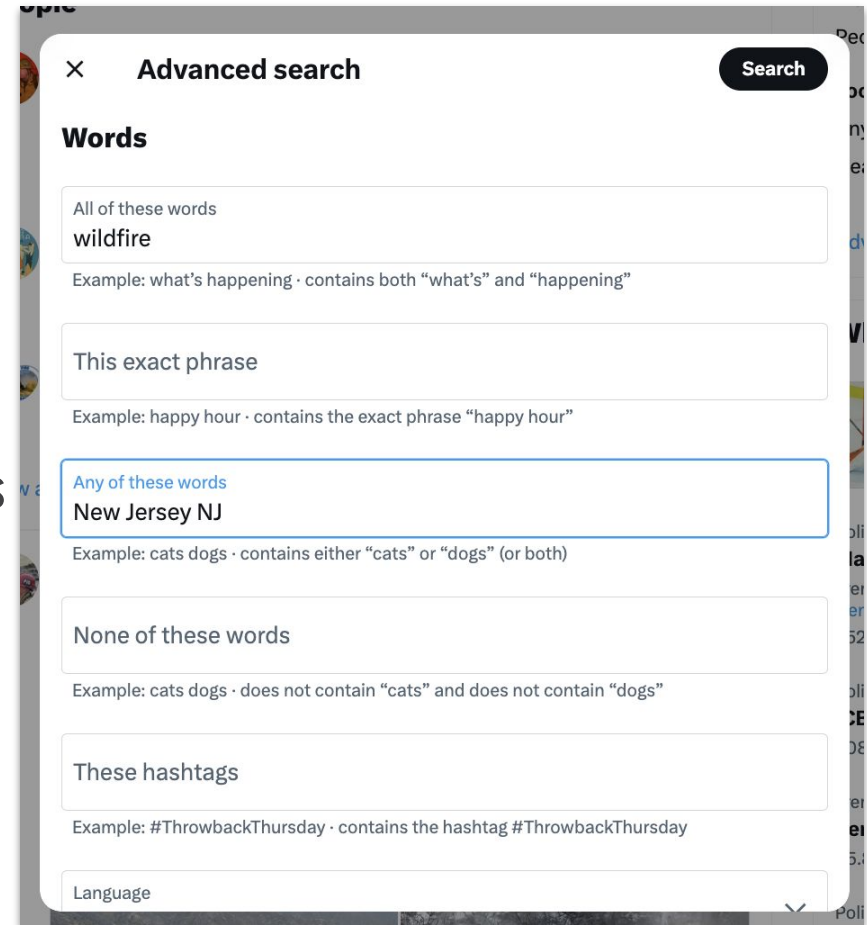
Crisis Communication Response

Ops leaders need to ensure information continues circulating



Monitoring

- Utilize keywords
- Gather intelligence
- Establish situational awareness



The image shows a screenshot of a web application's 'Advanced search' interface. The interface is titled 'Advanced search' with a close button (X) on the left and a 'Search' button on the right. Below the title, there is a section labeled 'Words'. This section contains five input fields for search criteria:

- All of these words**: The input field contains the text 'wildfire'. Below it, an example reads: 'Example: what's happening · contains both "what's" and "happening"'.
- This exact phrase**: The input field is empty. Below it, an example reads: 'Example: happy hour · contains the exact phrase "happy hour"'.
- Any of these words**: The input field contains the text 'New Jersey NJ'. Below it, an example reads: 'Example: cats dogs · contains either "cats" or "dogs" (or both)'.
- None of these words**: The input field is empty. Below it, an example reads: 'Example: cats dogs · does not contain "cats" and does not contain "dogs"'.
- These hashtags**: The input field is empty. Below it, an example reads: 'Example: #ThrowbackThursday · contains the hashtag #ThrowbackThursday'.

At the bottom of the 'Words' section, there is a label 'Language' followed by an empty input field. A small downward arrow icon is visible at the bottom right of the form.

Tone and language

- Keep the tone confident, serious and reassuring.
- Avoid technical language and acronyms
- Use inclusive, simple language
- Break up large chunks of text into shorter sentences and paragraphs
- Too much detail can actually hinder rather than help

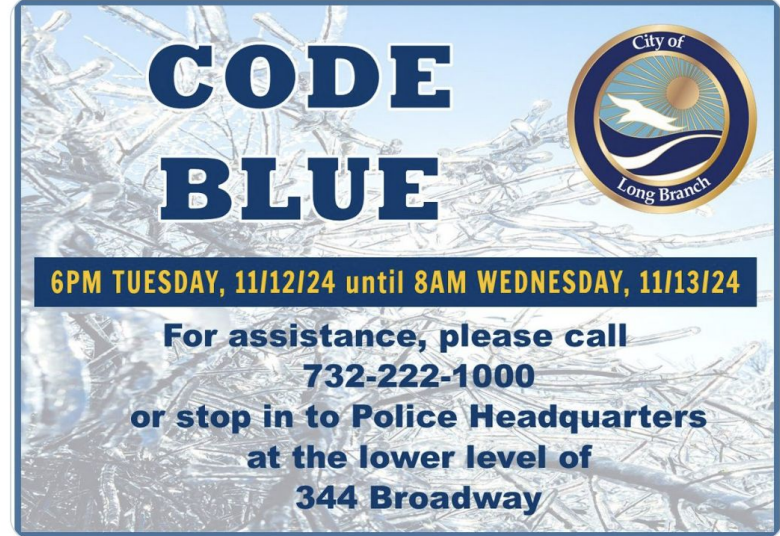


Long Branch Police @LongBranchPD · Nov 12

Code Blue

A Code Blue Alert has been issued for Monmouth County from 6PM 11/12/24 to 8AM 11/13/24

For assistance, please call 732-222-1000 or stop in to Police Headquarters at the lower level of 344 Broadway



60



Warn and Inform

Warn

Warn stakeholders of the present dangers, like wildfires, floods, impending storms, carbon monoxide poisoning, etc.

Inform

Inform them of what key actions they should be taking, like evacuation, preparing for a storm, closing windows, etc. Don't forget to include what channels they should be monitoring for more information.

A Call to Action is key

**NWS GSP** 
@NWSGSP

Follow

URGENT: FLASH FLOOD EMERGENCY FOR THE LAKE LURE DAM! DAM FAILURE IMMINENT! RESIDENTS BELOW THE DAM NEED TO EVACUATE TO HIGHER GROUND IMMEDIATELY! [#ncwx](#)

**NWS GSP**  @NWSGSP · 47m
Flash Flood Emergency continues for Rutherford County, NC until 2:00 AM EDT

Flash Flood Emergency

Valid Until
2:00 AM EDT Saturday
September 28, 2024

Safety Information

 Move immediately to higher ground!

 Avoid walking or driving through flood waters!

Potential Exposure

Population: 3,052
Schools: 0
Hospitals: 0



 ALT

 This is a life threatening situation. Seek higher ground now!




This is a matter of life or death

Negative perceptions

 **City of Atlanta, GA** 
@CityofAtlanta

Public Safety Alert:

Georgia Emergency Management Agency
Homeland Security Agency on behalf of the Environmental Protection Division local area emergency LOCAL AREA EMERGENCY due to ROCKDALE COUNTY BIOLAB FIRE. The EPA is MONITORING air quality for CHLORINE AND RELATED COMPOUNDS. Chemical levels are UNLIKELY TO CAUSE HARM TO MOST PEOPLE.


Public Safety Alert
Georgia Emergency Management Agency
Homeland Security Agency on behalf of the Environmental Protection Division local area emergency LOCAL AREA EMERGENCY due to ROCKDALE COUNTY BIOLAB FIRE. The EPA is MONITORING air quality for CHLORINE AND RELATED COMPOUNDS. Chemical levels are UNLIKELY TO CAUSE HARM TO MOST PEOPLE.

2:17 PM · Sep 30, 2024 · 290.8K Views

 **Stasi Scotland** @FFP3orN95 · Sep 30
Anyone in the affected area should disregard the final sentence and take measures to protect themselves. Chemical levels in such instances are ***HARMFUL TO MOST PEOPLE***

   3  409  

 **it's that me, depresso** @Jimmyjo0n465 · Sep 30
LIES the chemicals will cause irreparable damage people need p100s or n95s at least this will cause damage WILL CAUSE HARM

   17  555  

 **Rocket Wrangler** @BestCoastBrian · Sep 30
You are going to cause harm to an innumerable number of people unless you start communicating more restrictive measures

   4  247  

 **Mizzout**  @Mizzout1 · Sep 30
Unlikely? Lol

   1  1.4K  

 **Gerrie Boulet** @GerrieBoulet · Sep 30
Should visitors cancel their plan?

   1  1K  

 **Nely Emiliani** @emiliani_nely · Oct 1
WHY, ARE YOU LYING TO US? If there was not danger, You, would not had send US the message of "WARNING OF DANGER" ...of Course it's a high level of Danger! AND it will be terrible for people with asthma!

   1  33  

The CAP Formula

(and proof points)

CARE

Begin your statement with empathy.
Show you care for the people affected by the crisis.

ACTION

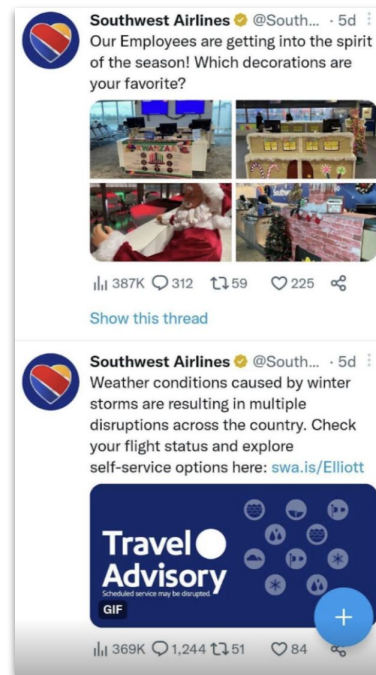
Tell people exactly **what you are doing** to fix the problem.
Rather than broad statements such as 'we're doing everything possible', look for specific actions you are taking.

PERSPECTIVE

Finish by putting the issue into some **perspective or context**. I.e. Address how rare the incident is, that you have a good record, that the issue is brand new and couldn't be predicted or is only affecting a small area.

Your first response

1. Be timely
2. Be informative
3. Check scheduled activity
4. Consider your response as a whole
5. Have a smooth sign-off process



What messaging could be pre-approved?



Creating impactful content

Why use photo and video?



Quickly explain topics

Spreads further

Echo written messages

Easy to share on

Humanize the response

Grabs attention

How to use graphics

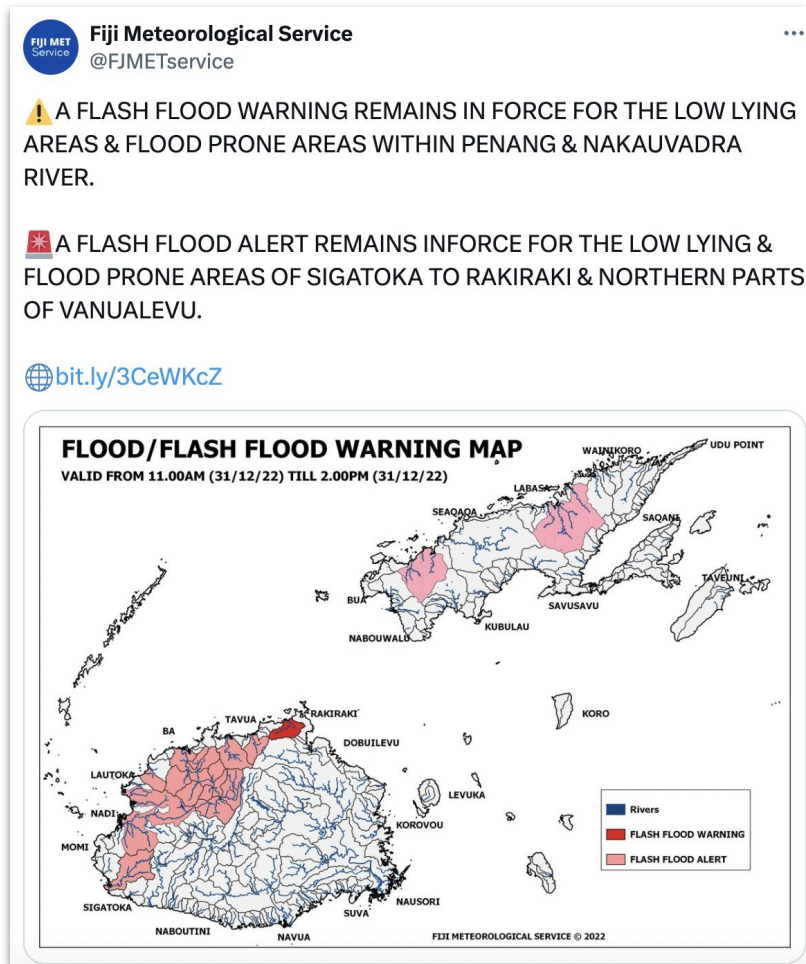
Show a map of an affected area

Provide clear instructions

Share a statement

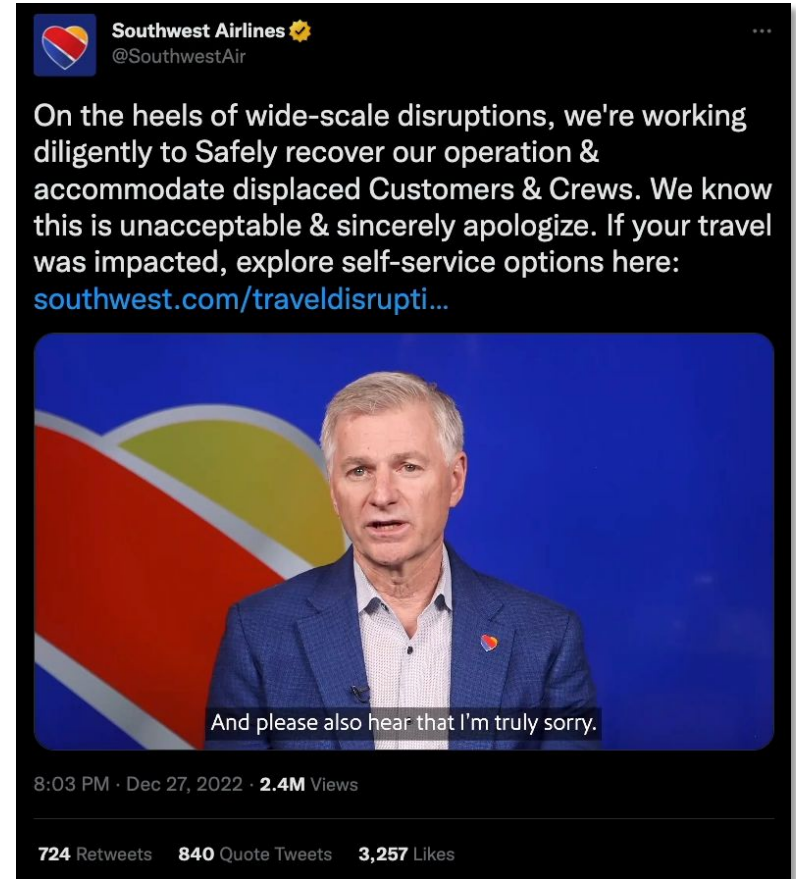
List contact information

Highlight alert levels



Accessibility

- Add alt text to images
- Clear captions for videos
- Don't rely on colour to convey meaning
- Avoid flashing lights in videos, or add a warning if present



Crisis90 Phase 2

Phase 2: Feedback

Monitoring

Make sure to include priority stakeholders and information to be communicated with the broader operational response

Messaging

Warn: closed roads, downed power lines
Inform: how to contact emergency services, where to evacuate to, where to monitor for more information
Internal: response gaps to fill, potential escalation points

SitRep

Include the latest critical updates, road closures, evacuation or shelter-in-place orders, additional calls to action, what to expect, ways to prepare ahead of this, etc.



Live engagement

Prompt engagement is key



Own the situation

- Show awareness and capability
- Establish your channel as an information source



Shut down misinformation

- Fill the information gap
- Rise above the noise

Responding to misinformation

Explain falsehoods or inaccuracies

Reply to superspreaders

Avoid debates

Link to evidence or other sources

Be clear and succinct

Encourage sharing

Prepare, listen and adapt

Prepare messaging ahead of time

Listen to responses and adapt messages

Adapt content for different channels

Zack Fradella @ZackFradellaWx

Here is how things will progress tonight into Tue morning. Expect the threat for a few severe storms to pick up over western LA soon. The threat transitions overnight. Everything slows down early Tue morning over New Orleans/coastal MS which is where flooding is possible. #lawx

THIS EVENING



BROKEN LINE OF ST TO SEVERE STORM MOVES INTO WEST LA

Robin Davis @rockinrobin152 · 20h
@ZackFradellaWx how many inches can we expect in Metairie?

1 1 105

Zack Fradella @ZackFradellaWx · 20h
4-6"

2 1 89

Robin Davis @rockinrobin152 · 20h
Thanks

23

4:00 PM · Nov 18, 2024 · 3,205 Views



Leveraging third parties

The benefits of working together

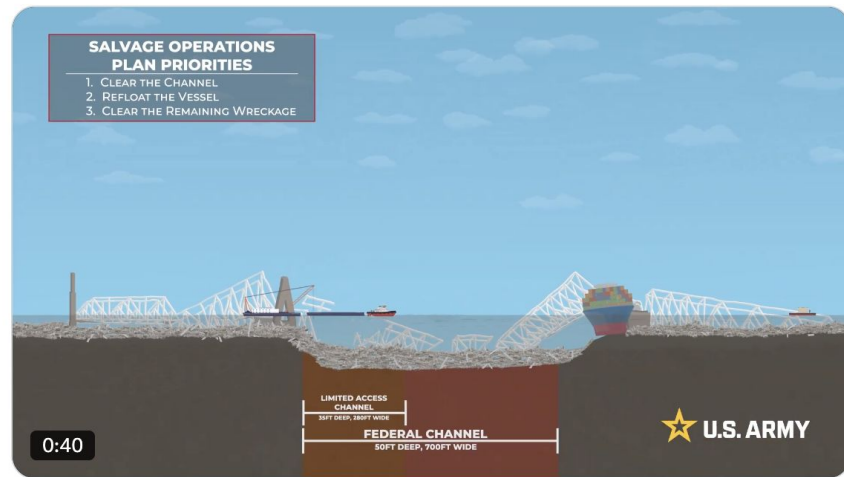
- High levels of trust
- Additional people 'on the ground'
- Leveraging their audience's reach
- Can provide you with more content



Since the Francis Scott Key Bridge collapsed in Baltimore, the @USACEHQ has led the effort to reopen one of the nation's busiest ports.

📺 Watch here how it plans to do it.

📖 For the latest on the #USArmy's support, bookmark nab.usace.army.mil/KeyBridgeRespo...



Consistency is key

- Manage your internal support
- Plan for inter-agency coordination
- Share your knowledge

 FEMA Retweeted

**FL Division of Emergency Management** ✓
@FLSERT

...

After a disaster, scammers often attempt to take advantage of survivors.

We encourage those who have been impacted by [#Hurricanelan](#) to watch for & report any suspicious activity.

↓ Here are 3 easy ways to report fraud:

BEWARE OF FRAUD AND SCAMS



WAYS TO REPORT FRAUD:

 EMAIL
StopFEMAFraud@fema.dhs.gov

 PHONE
1-866-223-0814
1-866-966-7226 (Price gouging)

 FAX
202-212-4926


FEMA.gov/Disaster-Fraud

Who are your go-to third parties?

Crisis90 Phase 3

Phase 3: Feedback

Concern

Show empathy for those caught up in the situation

Action

Tell people exactly what you are doing, not vague messages
i.e. we're doing everything we can to help

Perspective

Put the issue into context
i.e. weather and technology changes, safety records, etc.

This is the time to:

- 1 Decide on your crisis plan and escalation process
- 2 Know your audiences and the channels they use
- 3 Check your monitoring keywords and channels
- 4 Practice with new content creation tools
- 5 Share skills and knowledge across your team

Certificate

Thank you

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Leah Tedesco—LinkedIn