Social Media
For Disaster Response

So...What is Social Media?

- According to Merriam-Webster: "Forms of electronic communication through which users create online communities to share information, ideas, personal messages, and other content."

- First recorded use of the phrase "Social Media": 2004!
Six General Types of Social Media

- **Social Networks**: Connect with others through the use of a profile. Most common. facebook LinkedIn

- **Social News**: Post news items/links. Users then vote on which they like the most. digg reddit

- **Microblogging**: Sharing short updates/links that are pushed out to "subscribers". twitter

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Six General Types of Social Media

- **Media Sharing**: Upload and share various media (videos, photos) with friends or the world. YouTube flickr

- **Bookmarking Sites**: Save, organize, and manage links for easy access and sharing later. Pinterest Reddit

- **Blog Comments / Forums**: Online forums and comments sections for sharing viewpoints and opinions on anything and everything.
Of Course, There are Many More...

By the Numbers...

As of January 2014, 74% of online adults in the U.S. use social networking, media sharing, and microblogging, and bookmarking SM sites.

- 18-29 Years Old: 89%
- 30-49 Years Old: 82%
- 50-64 Years Old: 65%
- 65+ Years Old: 49%

Source: Social Networking Fact Sheet, Pew Research Center
By the Numbers...

Social media sites, 2012-2013
% of online adults who use the following social media websites, by year

Facebook: 67% in 2012, 71% in 2013
LinkedIn: 20% in 2012, 22% in 2013
Pinterest: 15% in 2012, 21% in 2013
Twitter: 16% in 2012, 18% in 2013
Instagram: 13% in 2012, 17% in 2013

Source: Social Media Update 2013, Pew Research Center

Worldwide User Totals

Facebook: 1.28 Billion Active Users
Youtube: 1 Billion Active Users
Google+: 540 Million Active Users
Twitter: 271 Million Active Users
LinkedIn: 200 Million Active Users
Instagram: 150 Million Active Users
Pinterest: 50 Million Active Users

Facebook

- Create a Profile
- Share Updates, Photos, Videos, Links, etc.
- Add Friends
- "Like" Pages
**Twitter**

- Personal Account
- Tweet/Retweet
- Limit of 140 Characters
- Gain Followers and Follow Others
  - View tweets from those you follow all on one page, so you can see updates from many accounts at the same time
YouTube Video
Twitter: Faster than Earthquakes

Pinterest

- Create a virtual pin board (scrapbook) of ideas
- Pins are content you or others share (links to outside pages)
How is Social Media Used for Disaster Response and Recovery?

Statistics Compiled and Graphic Created by: University of San Francisco - School of Management
During disasters, social networks often replace 911 as the go-to source for help. 1 in 5 survivors contact emergency responders via social media, websites, or email. 44% ask their online friends to contact responders. 35% directly post a request for help on a responder's Facebook. 25% send direct Twitter messages. 80% of Americans expect emergency response agencies to monitor and respond to social media platforms.

1/3 expect help to show up within 60 minutes of a posting. 60 MINUTES

TORNADO SEASON

1,665 Number of tornadoes that ravaged the U.S., making 2011 the deadliest tornado year in the U.S. ever.

Tuscaloosa, AL, created Tuscaloosa Forward, a social media website that let residents share ideas for rebuilding.

123,000 members within days of a devastating tornado.

A Facebook page dedicated to tornado recovery in Joplin, MO attracted 4,000 visitors.

300 IDEAS shared by 200 visitors.

The page mobilized volunteers & assisted in the search for survivors.

1,100 An employee of a hospital in Joplin used Facebook to successfully locate 1,100 missing hospital workers.

80 arrived under 30 minutes.
JAPAN TSUNAMI

Number of tsunami-related Tweets sent each minute during the tsunami and resulting nuclear fallout:

1,188

March 11, 2011

Facebook recorded
4.5 MILLION

status updates from around the world containing the words

Japan
Tsunami
Earthquake

84%

That's 84% of total status updates

A hospital staffer took to Twitter, messaging U.S. Ambassador John Roos, who was able to alert the Embassy and coordinate with Japan's Ground Self-Defense Forces who evacuated the patients

27 MILES

One hospital in Japan, located just 27 miles from the Fukushima nuclear plant, desperately needed to move 80 patients away from the danger

80 PATIENTS

HAITI EARTHQUAKE

Number of Tweets containing the words "Haiti" or "Red Cross" between January 12 and January 14, 2010:

2.3 MILLION

189,024

of those contained the number

90999

Texting that number sent a $10 donation to the Red Cross

Survivors took to social media to alert aid agencies of their need. Countless lives were saved by volunteers monitoring social networks

$3 MILLION

This raised $3 million the first 48 hours
HURRICANE SANDY

At its peak, Instagram users uploaded Sandy-related photos at a rate of:

**TEN** every **SECOND**

Facebook mentions of “Hurricane Sandy” and “Frankenstorm” increased by

1,000,000%

**Top 5 Shared Terms on Facebook**

1. we are ok
2. power
3. damage
4. hope everyone is ok
5. trees

FEMA tweeted to its Twitter followers:

“Phone lines may be congested during/after Sandy. Let loved ones know you’re OK by sending a text or updating your social networks.”

23 RED CROSS STAFFERS

monitored 2.5 MILLION Sandy-related social media postings

4,500

They tapped 5,000 of them for officials to follow up on, providing aid for those in need

Top 3 Social Media Tools, FEMA

**Twitter**

Information and updates can be shared on a large scale in real-time.

Breaking news from people at the scene are shared—often before major news outlets can cover it.

**Facebook**

Facebook users can see profiles, pictures, videos and status updates. This allows for a quick exchange of information by connected users and organizations.

**YouTube**

Users can watch videos detailing response and recovery efforts.
Importance of Social Media in Emergency Management, FEMA

- Provides the tools needed to minimize the communication gap and participate effectively in an active, ongoing dialogue.
- Allows quick and specific sharing of information with state and local governments as well as the public.
- Helps disseminate important information to individuals and communities.
- Allows receiving of essential real-time updates from those with first-hand awareness.
- Imperative to emergency management because the public uses these communication tools regularly.

Benefits of using social media in a crisis

**BEFORE**
- Helps people be better prepared for a disaster.
- Helps communities understand the extent to which organizations go to keep their communities prepared.

**DURING**
- Communicate directly with disaster-impacted residents, their families, reporters and volunteer organizations.
- Rumor control becomes easier as the public can turn to your organization for validation.
- Provides the capability of sharing information as soon as it is available.

**AFTER**
- Social media tools bring the community together—everyone can easily discuss the event and share information.
- Information about aid can be dispersed and easily shared.
- Provides the ability to post pictures of damaged areas or quickly coordinate recovery efforts.
Before Disaster Strikes - Preparation

Main activities are...
  • Spreading knowledge
  • Building awareness
  • Increasing individual, family, and community preparedness levels
  • Building reputation with the community

How?
  • Consistent messages (posts) to followers
  • Build follower base. No views = Wasted effort!

More Facebook Likes =
More community reach
During Disaster - Response

Main Goals are...

- Situational Awareness
- Rumor Control
- Detecting and Responding to Requests for Help
Situational Awareness
August 16, 2013 - Vehicle fire on NYC Queensboro Bridge

Rumor Control
Misinformation can be a HUGE issue
- Spreads fear
- Detracts from information that may actually be helpful to members of the public
Responding to Requests for Help

- During Hurricane Sandy, NYC 911 lines were overwhelmed.
- FDNY Twitter manager, Emily Rahimi, began noticing tweets requesting assistance, DESPITE...

![Tweet Example](example.com)

Responding to Requests for Help

Tweets turned into:

- "Nursing home residents at 3811 Surf Ave in #SeaGate #NYC need help. @FDNY"
- "@FDNY 911 is not answering. our super is trapped in the parking garage and needs help. 90 west st"
- Tweet from Ann Curry:
  "@FDNY via Facebook @CrackedGroan says at 151-32 98 Street Cross Bay Blvd children are reported trapped in basement+need help."

Rahimi began relaying requests to dispatch.
Recovery After Disaster

- Providing information about recovery efforts
- Spreading hope about the recovery process
- Bringing the community together

- Learning what worked well for the community, and how to improve for the future
What to Do?

- Create social media accounts...Facebook, Twitter
- Establish your audience
- Build a reputation with that audience
- POST and TWEET! They need to know you're there, and that the agency cares
- Be prepared to act