WHY SOCIAL MEDIA IS IMPORTANT
EMERGENCY MANAGEMENT

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Introduction

30+ years public relations
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Communication Playbook
Crisisblogger and Emergency Management
Agincourt Strategies--training, plan development
Why **Essential**?

1. The inmates have taken over the asylum
2. You learn the most interesting things
3. Congratulations, you now own ABC News
4. And everybody believes what?

[Crowd sourcing]
[Situation Awareness]
[Direct Communication]
[Rumor, Sentiment, Impact]
It’s not your emergency anymore

Crowd sourcing emergency response
Before

Event Occurs → Response → Information to Media → Media to the Crowd

Now

Event Occurs → Crowd Informs Crowd → Public Response Participation → Crowd Informs Media & Media Informs Crowd
Mobile internet
101 m smart phone users
1 billion Facebook
500 million tweets per day
Real time, citizen driven information sharing
Who will respond tomorrow?
You. And them.

The only question is how will you work together?

It’s not your emergency anymore.

“Large sweaty men in the church with chainsaws who got frustrated…”
[Recovers.org]
Situation Awareness

[You learn the most interesting things.]
A few interesting examples

The first credible sign of the imminent announcement of Bin Laden's death came from Keith Urbahn, the Chief of Staff for former Defense Secretary Donald Rumsfeld, who tweeted "I'm told by a reputable person they have killed Osama Bin Laden." CBS news producer Jill Scott then confirmed the rumor shortly afterward with "House Intelligence committee aide confirms that Osama Bin Laden is dead. U.S. has the body."
The power of hash

(tags, that is)
Situation Awareness: Key Questions

1. How do you separate the signal from the noise?
2. How do integrate in response organization for greatest benefit?
3. How operationalize--improve response effectiveness through more informed decisions?

[Bad news: so is everyone else]

7.3 million watched live on YouTube

"It’s pretty amazing that I can watch, live on my computer, a man riding a balloon to the edge of space so he can jump out of it. #TheFuture," tweeted Wil Wheaton, who acted in Star Trek: The Next Generation.
January 2009 the news world changed forever

http://twitpic.com/135xa - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

[But, what if no news covered it?]
Whatever happened to news?

[as audience declined, so has trust]
[So, how much do you think they have to rely on a press release?]
You are the broadcaster!
Note the back and forth

[it’s called engagement]

67,000 online inquiries
120,000 response suggestions
All received response

US, there would have been a very different reaction. BP got many things disastrously wrong in the Gulf of Mexico last year, but one thing it managed well with was its online response.
What do they expect from you?

- 64% of Canadians use social media sites, 62% of whom participate nearly every day.
- 54% of Canadians say they would use social media to let loved ones know they are safe in an emergency,
- 63% think disaster and emergency response agencies, including fire and police, should be prepared to respond to calls for help posted on social media networks,
- 35% of Canadians use social media sites, 62% of whom participate nearly every day.
- 31% per cent of Canadians say they would prefer various electronic methods, such as web sites, social media or cell phones to get emergency news.
- 26% prefer radio.
- 39% prefer TV to get emergency news.
- 64 per cent prefer various electronic methods, such as web sites, social media or cell phones.

American Red Cross: 80% of Facebook users expect emergency managers to monitor.
Wouldn’t it be nice to know what they were saying?

[Rumors, sentiment, impact]
Does digital communications create or solve rumor problems?

[How did the FB community get it right?]
[collective intelligence]
Rumor management

1. Rumors spread fast and wide because of networks
2. Media can amplify (competition based on NOW!)
3. Rumor management most important job of official communicators
Sentiment and Impact

Hi, as a man I must ask why you have lied to us for all these years. As a child I watched your advertisements with interest as to how at this wonderful time of the month that the female gets to enjoy so many things. I felt a little jealous. I mean bike riding, rollercoasters, dancing, parachuting...
Social media is **Essential** in emergency response.

How will you respond?

- Citizen involvement & Situation Awareness
- Rumors, Sentiment, Impact
- Communication & Engagement