Social Media & Crisis and Emergency Risk Communications:

Friending, Texting, Connecting To Communities During Crisis

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Everything is Interconnected - - Not Only Technology!

When you combine risk communication and social media, you get the right messages delivered quickly, accurately, 24/7.

When you help people INTERACTIVELY connect, you are keeping them informed, safe, and comforted.

When people are informed and connected, they feel prepared and capable to “bounce back” from crisis.
Together These Tools Can Create
A Best-case Scenario

**RISK COMMUNICATION:**
Timely, accurate, messages to keep your residents healthy, safe, and informed.

**DELIVERED THROUGH**

**SOCIAL MEDIA & MOBILE DEVICES:**
Sharing critical information as frequently as wanted and needed, in real-time, to anyone connected.
“Learn & Share” Goals

- Look at popular social media.
- Review mobile devices.
- Look at recent natural disasters that used SM and Risk Communications principles.
Goals Continued

- Discuss how SM & RC contribute to community resiliency
- Look at state and local DOH & state agencies using SM as well as CDC social media.
- Look at what goes into a LHD SM plan
Today’s Guarantee

You’ll bring 3 facts about social media back to the office that can immediately be put to good work!
We CAN do this!

- **Learn by doing.** Much SM is simple, logical.

- **Take small steps.** Read, experiment, talk to others. HAVE FUN.

- **Study SM already being used.**
A Good Fit: SM & Communications During Emergencies

- The most practical uses in government for SM, especially Twitter, are public safety and emergency notification.

- It’s done in real-time.

- People can interact with you and others.

- It helps build community resiliency.
On Your Mark, Get Ready, Go!

- **Jump in, get started!**
- **Pick a social media.**
- Go to the Internet to **set up accounts.**
- Read instructions, **follow up** your comments, read others.
- **Participate,** practice, read. Do it over and over.
- **Learn by doing.** Do all you can to learn.
Facebook and Twitter

What did we do before them?
“Here’s Looking at You”

- More than 400 million daily Facebook users.

- 50% of active users log on in any given day.

- Average user has 130 friends.

- 500 billion minutes spent MONTHLY on Facebook.

- More than 100 million active users access Facebook through their mobile devices.
Facebook Page vs. Group

“GROUPS are great for organizing on a personal level and for smaller scale interaction around a cause.

PAGES are better for brands, businesses, bands, movies, or celebrities who want to interact with their fans or customers without having them connected to a personal account, and have a need to exceed Facebook’s 5,000 friend cap”

From mashable.com
http://www.facebook.com/CDC

- See comments
- Videos
- News
- Links
www.facebook/spreadthewordnotthevirus.com

- Fan Page
- Has H1N1 Twitter
- H1N1 DOH PSA
- STW logo
If Tweets Really Chirped, It’d be Noisy!

- Over 105 million Twitter users in the world
- 7 BILLION tweets to date since Twitter launched in 2006
- **New York has the most Twitter users in the USA.**
- Growing daily by 300,000 new users EACH DAY
- 35-49 yrs largest age group
Get short, timely messages from NYSDOH.

Twitter is a rich source of instantly updated information. It’s easy to stay updated on an incredibly wide variety of topics. Join today and follow @HealthNYGovH1N1.

Get started now

Get updates via SMS by texting follow HealthNYGovH1N1 to 40404 in the United States. Codes for other countries.

HealthNYGovH1N1

It’s not too late to get vaccinated. As long as H1N1 circulates, you can get or spread flu. Visit http://nyhealth.gov/fluclinics

12:26 PM Apr 16th via web

U can get the flu in the spring. Keep healthy & others from getting sick. Get the H1N1 vaccine. Check http://nyhealth.gov/fluclinics

3:47 PM Apr 14th via web

Name NYSDOH
Location Albany, NY
Web http://nyhealth.g...
Bio We protect & promote the health of NYers by preventing & reducing threats to public health & assuring access to affordable, high-quality health services.
140 character messages called Tweets

Abbreviate, talk tweet style

Follow up tweets, share, participate

Did ur kids get their 2nd dose of H1N1 vaccine? Kids 9 & younger need 2 doses for protection
Tweeting, Promoting, Following

- Make Twitter part of marketing strategy.
- Get ready & pre-position templates.
- Get P & P preapproved & in place.
- Get familiar w/tweeting & posting before crisis breaks out.
- CONTINUALLY FOLLOW. Give and take information. Learn popular topics.
Reach Out & Tweet

When emergency strikes:

• Send followers to LDH’s sources for live, up-to-date and LINKED information: Web sites, blogs, Facebook, Twitter, call centers, links to weather updates, shelter locations, evacuation routes.

• Link to LHD neighbors effected by emergency.

Stay connected.

• Give people things to do. Get info RIGHT first time.
Tapping in Tweets

- **ANTICIPATE** topics, set them up, use current events.

- **ENGAGE, LISTEN** just don’t post. Share, follow, link worthwhile stuff, sites, videos.

- **MOVE FAST**. Topics fizzle.

- **BE RELEVANT** to the conversation. Bring real interest to topic.
SM Enhances Guiding Principles of Risk Communication

- COMMUNICATE IN MULTIPLE WAYS.
- RECOGNIZE AUDIENCE’S FEAR AND ANGER.
- ACKNOWLEDGE UNCERTAINTY.
- EXPLAIN COMPLEX AND TECHNICAL INFORMATION.
Social Media Fanned
Flames of Information!

California Wildfires, Fall 2007

- “Peer-to-peer” information shared via social media quickly provided “what should have been made available via traditional media.”

- People adapted to technology, as often the case during emergencies: exchanged information via Twitter; posted info on-line; participated in discussion groups and discussion boards; personal blogs, shared photos via Flickr or Picasa.
“The only way we all have good information here is for those who have it to share it. We relied on others to give us updates when they had information, and we do the same for others.”

– San Diego County resident
Traditional Media & 2007 Wildfires

- Sensationalized at expense of “real news” that residents needed & wanted
- Sometimes inaccurate
- Slow with updates - - especially for at-risk and evacuated communities
- Couldn’t handle its online traffic
Residents reported that while traditional media channels were important sources of news, they were:

- **Insufficient** – not enough meaningful news reported.
- **“Clueless”** to what was important to the residents. They didn’t care about celebrities’ homes burning!
- **Biased** toward certain localities.
Social Media and Disasters

http://www.youtube.com/watch?v=q-HxS2ThvKo&feature=player_embedded#

The video looks at the use of texting, Google maps, blogs during weather disasters, skill sharing, information sharing, finding missing people during recent disasters.
Government at Your Fingertips

- Most practical government applications are in public safety and emergency notification.

- Twitter has become a tool to help people when they need it most—after devastating events.

- DOH and LHD turned to SM during H1N1 pandemic.
State DOH Befriends, Tweets

- Early 2010: H1N1Facebook and H1N1Twitter launched.
- Maintained internally but not via DOH server.
- Policy and procedures being reviewed.
- Challenges: DOH security policies, firewalls; real-time actions vs. real-life approvals process
- Health Commissioner on YouTube.

www.facebook/spreadthewordnotthenvirus.com

Follow @HealthNYGovH1N1
SM Barriers from LHD H1N1 Hotwash

- SM was not a system already in place.
- No time to learn how to use SM.
- No staff to manage SM.
- Clearance process negates IM.
- Server controls, security concerns.
- No pre-defined "bang for the buck" (cost justifications).
SM & Community Resiliency

- Preparation makes recovery easier.

- Being aware of risks you might face, and who in community might need your help, could help community become more resilient.

- SM can connect people to info, to each other, and to hope.
Twitter Reinforces Resiliency

- People don’t feel alone. 24/7, real-time, usually with many people.

- Text limited to “chunks” or small bits of information.

- Easier for people to handle chunks during emergencies.

- Use a hashtag (subject line). People can keep track of subject (road closures, evacuations.)
Understanding Resiliency

Glue to keeping people together and strong:

- Defining and accepting roles and behaviors, (leaders),
- Accepting norms (help your neighbor), shared values, misery & successes
Community Resilience

- A community’s well-being can impact its ability to work together and receive/act upon messages.

- Using SM you can reach different audiences with same critical messages: household quarantines, staying away from flooded homes and dangerous roads, following evacuations, not drinking contaminated water.
Agencies Launch, Link, Connect

NY SENATE

“New model for participatory & transparent government”: designer Noel Hidalgo @ 4/16/10 Social Media Breakfast Tech Valley presentation)

- http://www.facebook.com/NYsenate

- Uses online surveys for feedback, has a wall for comments, has video library, Senate schedule, reports progress on bills
www.nyalert.com – All-Hazards Alert and Notification web-based portal. Sign up for weather, traffic and other emergencies.

http://www.semo.state.ny.us/index.cfm

www.twitter.com/NYSEMO
“Don't Have to Wait Alone Anymore

“While news that Maureen was safe finally came via text message, the comfort that social media provided her family in the meantime helped keep loved ones across the globe informed, and made those tortuous days of waiting seem at least a little bit shorter. In this digital age, you don't have to wait alone anymore.”

http://www.npr.org/blogs/alltechconsidered/2010/01/social_media_helps_family_wait.html
Check CDC Social Media

www.cdc.gov/SocialMedia

**BEFORE**: eHealth Data briefs on SM tools to reach targeted audience, best practices & guidelines for clearance and security measures.

**DURING and RECOVERY**: CDC Twitter, Facebook CDC for national updates; download widgets to link to updated news & info campaign ideas (The Flu I.Q., flu locator) widgets
Modern technology can’t prevent natural disasters....

BUT free downloads for your community residents coupled can keep them connected, safe.
Mobile Media Planning

LHDs can use them to be connected and to share:

- disaster updates
- getting out the appropriate message to the targeted groups
- and to foster resiliency.

Set the example. Use them, too!
ICE Phones before Crisis Heats Up

- Encourage residents to use FREE In Case of Emergency entry on their cell phones.
- Create one if they don’t have it.

Is your own ICE ready to go?
Aren’t These Downloads Handy?

- Create your Home Escape routes: Google’s MyMaps. Create it, print and share hard copies with your family.

- On your mobile device get Twitter, Instant Messenger, or Facebook.

- Easy to Google other downloads.
Free/Cheap iPhone Applications

- CPR and Choking
- Close Call (pictured)
- Pocket First Aid Card ($3.99)
- iBP Blood Pressure (.99 cents)
- Emergency Radio
- Roadside emergencies (flat tire, car won’t start)
Don’t Forget Your Furry Friends

- This sister app to Pocket First Aid could save your pet with its guides, first aid videos, and vaccine tracking.

Pet First Aid iTunes Store Link
Tips for a Social Media Plan

- Jump in with both feet! Develop social media plan and integrate into LHD emergency communications plan.

- Connect and follow w/ Facebook, Twitter, blogs and other social media of your neighboring LHDs, State DOH and CDC.

- Practice what you learn to decrease the learning curves during emergencies.
More Planning Tips

- Develop policies that allow staff to use social media at work when it is their work.

- With your decision makers, develop PRIOR TO AN EMERGENCY social media policies for security, confidentiality, and approval clearance procedures for copy.

- Continue learning, sharing experiences and resources. Technology is changing quickly. Don’t be left behind.
Next steps

Suggestions to further our knowledge and experience?
Resources & Contact Information

- Use and expand upon the Social Media Resources Handout
- Regularly visit primary sites.

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