

# Leading the Way in Exercising: Get into Shape with Social Media

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# Social Media and Drills/Exercises

**What is social media?**

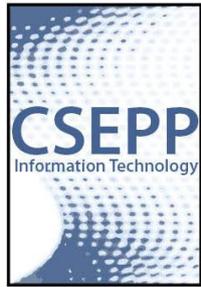
**Why is it important?**

**Why exercise social media?**



# CSEPP Final Activity

## Background



**Advanced CSEPP  
Public Affairs  
and  
Emergency Preparedness  
Course**

**Hands-on instruction**

- social media
- Google apps
- Movie Maker
- mobile devices

- **Earthquake scenario-based activity**
- **Final activity integrated social media into EPI**

# CSEPP Final Activity

## Outcomes

**Hands-on  
experience**

**Social Media  
Monitoring**

**Practice  
Responses**

**Facebook,  
Twitter,  
YouTube  
accounts**

**Media  
Monitoring  
Strategy  
& Log**

**4 videos**



# CSEPP Final Activity at ORR JIC

## Activity Objectives

**Demonstrate...develop & disseminate...EPI through use of at least 2 tech tools:**

- **Google Apps**
- **Twitter**
- **Facebook**
- **YouTube**
- **Windows Movie Maker**

**Develop & Disseminate video**

- **preparedness message**
- **news briefing**
- **training**

# CSEPP Final Activity at ORR JIC Implementation

- HSEEP methodology for Final Activity development
- Scope focused on decision-making and use of technology
- 3 Modules
- NIMS JIC functional positions and technology matrix

# CSEPP Final Activity

## Implementation

**Participants grouped into JIC functional positions**

**3 SimCell staff:**

**1 media Twitter**

**1 citizen Twitter**

**1 media Facebook**

**1 citizen Facebook**

# CSEPP Final Activity SimCell



**Injects**

**Public accounts clearly  
labeled**

**This is an #exercise**

# Exercising Social Media Preparedness Phase

- **Google doc status board template**
- **Twitter, Facebook, YouTube. . .**
- **Mobile**
- **Media monitoring strategy**
- **Preparedness videos**

# Exercising Social Media Response Phase

## Rotated positions

- News release
- News Briefing
- Media monitoring log
- Phone log

## Google voice phone bank

- Public hotline and media hotline

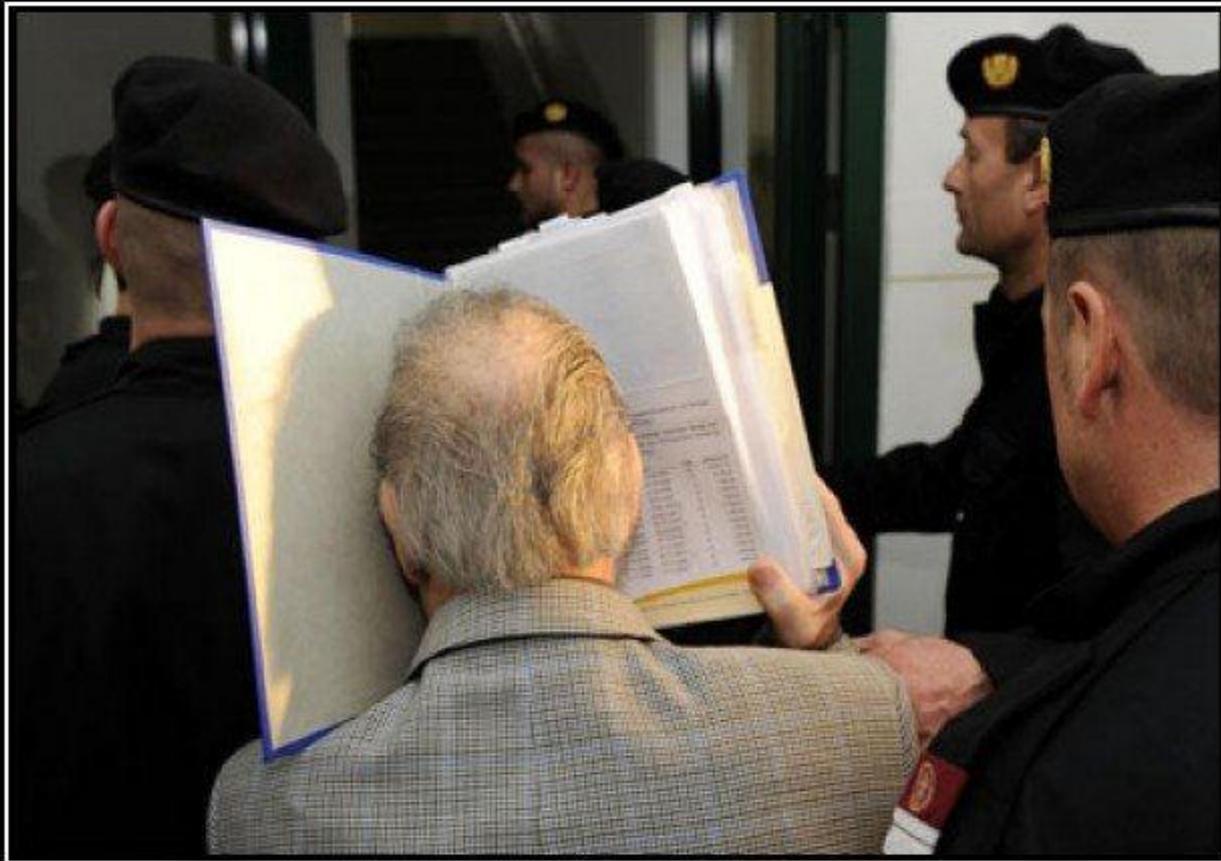


# Exercising Social Media Recovery Phase **WHOOOPS!**



# CSEPP Final Activity Outcomes





# FACEBOOK

You're doing it wrong.