

# THEY SAID WHAT? EMERGENCY PUBLIC INFORMATION SOCIAL MEDIA MONITORING

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# Social Media

**“media designed to be disseminated through social interaction, created using highly accessible publishing techniques.”**

Source: ([http://en.wikipedia.org/wiki/Social\\_media](http://en.wikipedia.org/wiki/Social_media))

# Social Media by the numbers

75%

households using  
social networking

20%

adults publish  
or own a blog

55%

have one or more  
social networking profiles

500,000

new Twitter users  
added every day

1.6 B

searches on Twitter  
every day

130

# of friends of  
average Facebook user

# Social Media in Emergencies

Internet resilience

Text messaging

Expand reach

The screenshot shows two social media profiles. On the left is the Facebook page for NNSA Nevada (@NNSANevada), which includes a profile picture, name, location (Las Vegas, NV), and a bio stating it supports US nuclear security programs at the Nevada Test Site. Below the bio are two tweets from NNSANevada: one about a video on Facebook and another about a Draft Site-Wide Environmental Impact Statement. On the right is the Facebook page for LANL Vecinos Volunteers Las Conchas Fire, a government organization in Los Alamos, New Mexico. It features a cover photo and several posts, including one about a supply drop-off and another about a supply drive at Pet Pangaea.

## Social Media Sparked, Accelerated Egypt's Revolutionary Fire

By Sam Gustin

Febru  
F

### Oslo Bombing Captured on Twitter & YouTube [PHOTOS]

4 days ago by Christina Warren  
18



A massive vehicle bomb went off in central Oslo today late afternoon local time, injuring dozens and damaging several government buildings.

ABC News cites a Norwegian news source that says one person has died. The bomb went off near government buildings, including the prime minister's office. The prime minister is safe.

# Social Media and the JIC

## **Role of PIO**

## **Info Gathering**

## **Media Monitoring**

Listen before you speak

## **Info Production**



# Information Gathering

**Rumors likely to emerge first in social media**

False hope rumors

Example:

Deep Water Horizon oil rig explosion in Gulf of Mexico



# Social Media Message Development

**Message Mapping**

**Use 3/9/27 Rule**

**Think in 140 characters**

**Call it "texting" not "typing"**

**Use #'s**



# The #Hashtag

## Catalog Keywords/Searching/Trending Topics

Check out Tweak the Tweet for more info  
[http://epic.cs.colorado.edu/?page\\_id=11](http://epic.cs.colorado.edu/?page_id=11)



fema FEMA

#Hurricane #safetytip: Before a storm, have an extra supply of water for sanitary purposes. Fill bathtub & lrg containers w/ water

19 hours ago



AlertNet AlertNet

Red Cross calls on #Syria to allow greater access to civilian population amid military crackdown <http://ow.ly/5eDKL> #aid

10 Jun



neiupdates NEI

Today's #Japan update: TEPCO to Test Water Filtration System at #Fukushima #nuclear plant <http://bitly.com/e7xgB6>

15 hours ago



neiupdates NEI

Today's #Japan update: Test Run Begins for Water Filtration System at #Fukushima Daiichi #nuclear plant <http://bitly.com/e7xgB6>

10 Jun

# Conclusions

## **Social Media Policy**

**Listen**

**JIC Structure**

**–Information Gathering**

**–Information Production**

# Resources

- DOE Social Media : <http://www.energy.gov/socialmedia/>
- CDC Social Media:  
<http://www.cdc.gov/SocialMedia/Tools/guidelines/>
  - Social Media Toolkit
  - CDC's Guide to Writing for Social Media
- EPA Social Media:  
<http://govsocmed.pbworks.com/w/page/27519826/EPA-Social-Media-Guidance-Documents>
- HHS Center for New Media: <http://newmedia.hhs.gov/>

# SOCIAL MEDIA MONITORING TOOLS

# Free Social Media Monitoring Tools

Twitter Advanced Search (<http://search.twitter.com/advanced>) - provides insight into specific trends and keyword searches in real-time

Google Alerts (<http://google.com/alerts>) - allows users to search a topic on the Web as well as setting-up automatic email alerts for a keyword

SocialMention (<http://socialmention.com>) - aggregates user-generated content into a single stream of information

Addict-o-matic (<http://addictomatic.com>) - searches the Web for the latest news, blog posts, videos and images

IceRocket (<http://www.icerocket.com>) trending tool that allows user to enter up to 5 items to see mentions trended over time. Search feature finds blogs using keyword search

# Free Social Media Monitoring Tools

**Tweetdeck (<http://tweetdeck.com>)** - connects across multiple social networking platforms such as Twitter, Facebook, MySpace, LinkedIn, etc.

**Hootsuite (<http://hootsuite.com>)** - an all-in-one social media dashboard and management tool; schedule tweets or status updates

**Seesmic (<https://seesmic.com>)** – view social media streams in column form just like HootSuite and TweetDeck; connect to Twitter, Facebook, LinkedIn, PingFM and Chatter

**SocialBro (<http://www.socialbro.com>)** – organize twitter lists, obtain user demographics, schedule tweets, and download all your Twitter followers and friends to a local database

**Buffer (<http://bufferapp.com>)** – tweet and status scheduling tool; add articles and multimedia to share throughout the day