

## Web 2.0 and Emergency Public Information

### The Future of Emergency Public Information

The emergency public information community can take advantage of the amazing technology available to us. Given an emergency situation, Web 2.0 capabilities could post a Google Earth view of the scene of the disaster; present embedded pictures and text describing what people have encountered there; host podcast interviews with local authorities; post a vlog, podcast, or YouTube video with information and updates; push press releases out to thousands of people with RSS feeds; and immediately post photos of the scene.

### Quick Facts

According to the Pew Internet & American Life Project (2008):

- 77% of Americans use mobile data and participate in communication activities via the internet.
- 96% of 18-29 year olds and 85% of 30-49 year olds have accessed mobile data and participated in communication activities via the internet.
- 62% of Americans are part of a wireless, mobile population that participates in digital activities away from home or work.
- 48% of internet users have been to a video-sharing site such as YouTube.
- The daily traffic to video sharing sites has doubled in the past year.
- Total daily blogs in February 2005: roughly 500,000; 2006: 1.2 million; 2007: an estimated 2.5 million.

### How Other Organizations are Getting Their Message Out

- National Energy Technology Laboratory's use of YouTube:  
[www.youtube.com/user/NETLmultimedia](http://www.youtube.com/user/NETLmultimedia).
- The American Red Cross:  
[http://www.redcross.org/general/0,1082,0\\_345\\_00.html](http://www.redcross.org/general/0,1082,0_345_00.html)  
<http://www.youtube.com/amredcross>
- Fairfax County Virginia:  
<http://www.fairfaxcounty.gov/news/2008/126.htm>

### Web 2.0 Tools

#### **Social Bookmarks**

Ma.gnolia

Delicious

Diigo

StumbleUpon

#### **Crowdsourced Content**

Digg

Yahoo Buzz

Mixx  
Hubdub  
Reddit  
Newsvine

***Blogs/Conversations***

Google Alerts  
Blogpulse  
Radian6 (paid)  
BuzzLogic (paid)  
Ask.com  
Google Blog Search  
Technorati

***Blog Communities***

Blogged.com  
MyBlogLog  
BlogCatalog  
Bloglines  
CoComment  
Tangler

***Micromedia***

FriendFeed  
Pownce  
Tumblr  
Seismic  
Jaiku  
Plurk  
Utterz  
Pinger  
Jott  
Kwiry  
Twitxr  
Specific to Twitter:  
Tweetscan  
Hashtags.org  
Summize  
Twemes  
TwitterLocal

***Social Networks***

MySpace  
Bebo  
Facebook  
Niche Networks

Ning  
Plaxo  
LinkedIn  
CrowdVine  
Location  
TripIT  
Dopplr  
BrightKite  
TwitterLocal

***Live Video and Audio***

Ustream  
Justin.tv  
Veodia  
BlogTV  
Kyte  
Qik  
BlogTalkRadio

***Pictures***

Flickr  
Zoomr  
Smugmug