

Social Media & Disaster Recovery

Scott Teel, Agility Recovery
Marketing & Education Director



For copies of the slides presented during today's session,
please visit:

<http://agil.me/smemcomms>

Agenda

- I. Why Social Media
- II. Establishing A Presence
- III. Applying Your Social Media Strategy During Disaster
 - A. Basics
 - B. Checklist for Getting Started
 - C. Practical Takeaways
 - D. Suggested Tools

U.S. Small Business Administration



PREPARE

MY

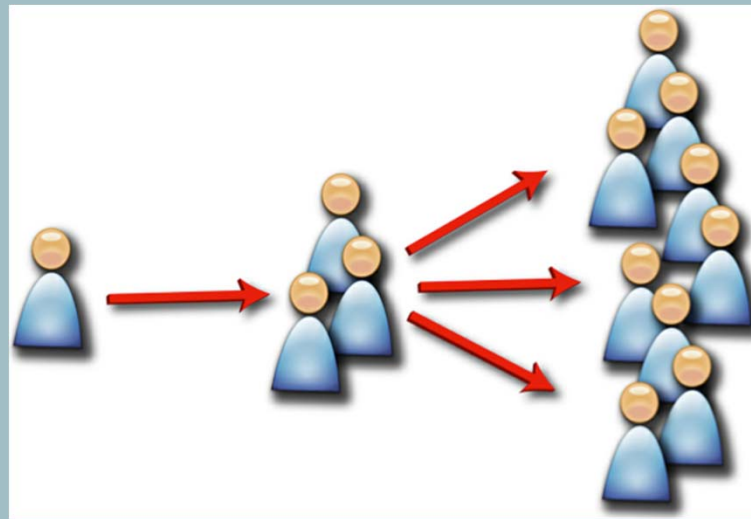
BUSINESS.org



Agility Recovery

Join the conversation
online: #SMEM

- Easily keep a large audience of customers, employees, & stakeholders educated about your organization's status
- Drive engagement between and among your audience
- Add a different dimension to how you communicate
- Enhance customer service & loyalty



- How are you promoting your social media presence?
- What content are you posting regularly?
- Is Your audience growing consistently?
- Who is managing and monitoring your presence?
- Are you connecting with customers, competitors, partners, and Industry leaders?
- Is your Social Media presence connected to other forms of communication? (Email, Website, Advertising)
- Are you connected to appropriate emergency/crisis entities & personalities

*****IMPORTANT: Are you Engaging and Interacting NOW?**

A Following is Nothing if you Don't Engage

- What drives engagement?
 - Great content
 - An active, authentic voice
 - Listening
 - Responding
 - Fostering fan-to-fan engagement



Engagement = Community

Two Platforms:



Social engagement philosophy during crisis

5 guidelines for content creation:

1. A Social Media presence takes time to establish
2. Best to provide only critical information
3. Always provide an action item if possible
4. Respect the gravity and sensitivity of the situation at hand
5. Understand that social media is a TWO-WAY communication tool

DO

DON'T

Take the time to find out a little about the issue	Stick with standard replies
Do a little research on people to see if they have any connection to your organization or are notable in some way	Assume that people who say negative things don't have background or experience to back it up
Always use a respectful tone	Use overly defensive or angry language
Follow up on replies to your posts	Assume that your posts are anything but public
Remember: it is OK to say you don't know something!	Embellish the truth or state any facts you are not sure of

DO

DON'T







Time and date-stamp critical information	Re-post without checking if the info is current and/or accurate
Re-post or re-tweet verified information from trusted sources	Post anything that looks overly speculative.
Include hashtags people are using for the event	Forget to check periodically for the most popular hash tags being used, since it changes quickly
Refer to other authorities or entities that are posting and share information with them	Attempt to “compete” or “one-up” other organizations trying to help in a crisis. It isn’t a competition

American Red Cross Tornado Response

Referring other authorities

Time stamped info

Red Cross resources

-  **Shayne Adamski** @shayneadamski 2 Mar
State Emerg'y Mgmt acct's: @KYEMPIO @AlabamaEMA @MSEMA @KansasEmergency @T_E_M_A #wx cc @fema
Retweeted by Wendy Harman
Expand
-  **Wendy Harman** @wharman 2 Mar
Thoughts w everyone going through a scary, heartbreaking, tragic night. I'll be 1 of many Red Crossers doing my best 2 help in days to come
Expand
-  **Wendy Harman** @wharman 2 Mar
Preparedness. RT @SmASHing_1 But we was ready for the twister tho>>> pic.twitter.com/hRt1CeT1
[View photo](#)
-  **banafsheh ghassemi** @banafshehgh 2 Mar
If you are in the path of the storms @redcross has a FREE iPhone shelter locator app. Please download. bit.ly/fil5li
Retweeted by Wendy Harman
[View app](#)
-  **Wendy Harman** @wharman 2 Mar
Take cover my Atlanta friends in the northern burbs. (3.2.12 at 8:40pm)
Expand
-  **Cory Mottice** @EverythingWX 2 Mar
A look at all of the warnings issued so far today... twitpic.com/8r750v
Retweeted by Wendy Harman
[View photo](#)

Basics for interacting during emergencies

- Give accurate info; clarify rumors & misinformation
- Don't Over-Promise / Under-Deliver
- Validate (normalize, reframe) their emotions by acknowledging fear and uncertainty
- Express wishes (“I wish I had more answers.”)
- Tell people when you will provide more updates
- Explain where or how to get more information
- When appropriate, refer to links or local resources

Adapted from CDC Crisis Emergency and Risk Communication 2008

American Red Cross Tornado Response

Clarifying misinformation

The screenshot shows a Twitter thread with the following content:

- Hungrr @Hungrr** (15 Apr): Storms across the US, think about these communities. They'll need food & volunteers. Check local food banks & Red Cross. Hungrr #tornados RT
- Gloria Huang @riaglo** (15 Apr): @Hungrr thx for the @RedCross mention! Pls also let ppl know that we can't accept food/clothing/item donations, it's not what we do :)
Interactions: Hide conversation, Reply, Delete, Favorite
- 1 RETWEET** (15 Apr): Hungrr @Hungrr
- Hungrr @Hungrr** (15 Apr): @riaglo just retweeted your tweet. folks should give food donations to food banks not the redcross, but plz donate \$ to the red cross RT!
- Adi Simpson @8080xlconic** (14 Apr): There's tornado warnings all around my house. I'm scared cuz we don't have any flashlights and I'm alone! @ICONicMad SAVE ME
- Gloria Huang @riaglo** (14 Apr): @8080xlconic head to basement or a bottom floor inner closet/windowless room to take shelter! Stay safe and ((hugs)) from us at @RedCross
- Adi Simpson @8080xlconic** (14 Apr): @riaglo thanks. TO THE BASEMENT!!!!

Action steps, empathy and caring

Checklist for Social Media During a Crisis

- ❑ Have a plan for how you want to integrate social media into your crisis communications plan
- ❑ Assemble a team of those who are already well-versed in the use of social media in their personal lives
- ❑ Learn the rules and norms for each platform
- ❑ Establish connections with people, groups, local and national organizations to share information and help spread your communications
- ❑ Monitor keywords, hashtags and outside entities that are most meaningful to your organization

Checklist for Social Media During a Crisis

- ❑ Collect intelligence. Don't be afraid to borrow information, link to other organizations' pages, and don't be upset when you are borrowed FROM
- ❑ Stay on message, keeping them brief, pertinent, and timely. (Information overload degrades validity)
- ❑ Practice using social media before you need it in a crisis.
- ❑ Regularly monitor any and all accessible information sources for news or updates about your organization
- ❑ Watch the "Speed" of your timeline and frequency of posts

- Consider all your **different audiences**:
 - › **Employees**
 - › **Stakeholders**
 - › **Clients**
 - › **Community**
 - › **Media**
 - › **Competitors**
- Once adopted, **promote** your use of the chosen platform(s) early and often
- **VERIFY, VERIFY, VERIFY**
- Include **who, what, when, where, why** and **how**

Practical “Take-Aways”

- **Strive to do your best**, but don’t be afraid to make mistakes because you will
- **Regularly monitor** *any and all* accessible information sources for news or updates about your organization
- **Stay on message**, and stop communication when you are done sharing your primary message. (Information overload degrades validity)
- **Don’t** attempt to answer hypothetical or “What if...” questions, get drawn into any sort of debate, or publicly degrade/insult
- Watch the “Speed” of your timeline and **frequency of posts**
- Don’t be afraid to **borrow information**, link to other organizations’ pages, and don’t be upset when you are borrowed FROM
- Use and encourage the use of **Common Sense**

- **Google Analytics** – Track traffic, sources, trends & user preferences. Applies to websites, ads & social sites
- **TrendsMap** – Visually displays trending topics on Twitter based on Geography
- **HootSuite** – Track, analyze & plan your activity on Twitter. Pre-schedule, analyze and build reporting around all of your tweets.
- **Google “Hot Trends”** - Explore trending search topics by pulling what is currently being search most on Google.
- **Twitter “Discover” or Facebook “Trends”** – Displays a list of topics and hashtags that have recently spiked in popularity on Twitter/Facebook. You can customize the trending topics you see.

Crisis Communications Checklist:

<http://agil.me/CC-Checklist>

Social Media Checklist:

<http://agil.me/crisissocialcomms>

Register for any of the upcoming Webinars at:

<http://www.PrepareMyBusiness.org>

Preparing for Spring Severe Weather

Tuesday, March 10th – 2pm to 3pm Eastern

www.PrepareMyBusiness.org



Upcoming Webinar



Questions?

Scott Teel, Agility Recovery

scott.teel@agilityrecovery.com

Today's session has been recorded.

Links to the archived recording will be emailed to all registrants automatically *tomorrow*.

For **copies of the slides** presented during today's session, please visit: <http://agil.me/smemcomms>

