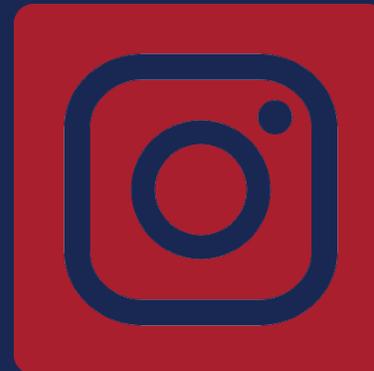
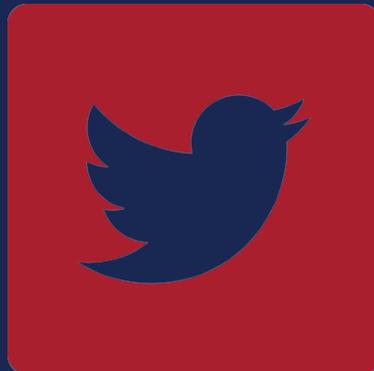




SOCIAL MEDIA IN EMERGENCY MANAGEMENT



OVERVIEW OF SOCIAL MEDIA TODAY



- Social media has revolutionized the way citizens receive information.
- Allows users to create, distribute and share content at the click of a button.
- Several different, unique platforms.
- Two-way form of communication.

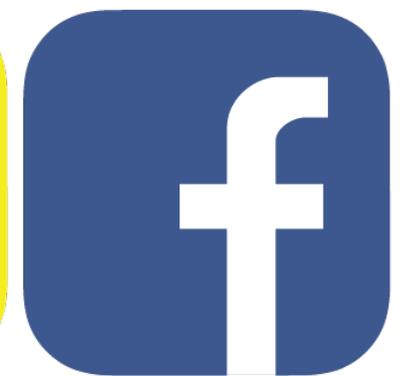
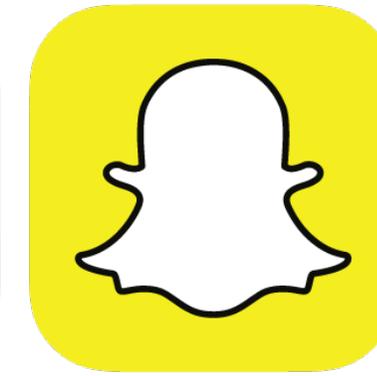
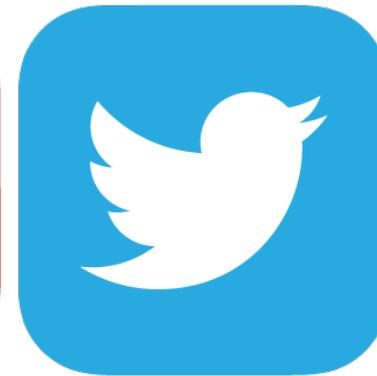




GETTING STARTED



- Determine which social media platforms work best for your agency.
 - Twitter
 - Facebook
 - Instagram
- All platforms might not work well with what your agency is trying to accomplish on social media.



GETTING STARTED, CONT.



- Username: Short, memorable and appropriately represents your agency.
- Try to use the same username on all platforms
- If using an abbreviated username, make sure you fully spell out your agency in the bio of your profile.



GETTING STARTED, CONT.



- Take the time to fully fill out your bio on each platform.
- Include the link to your website and other contact information if you want it publicized.
- Get verified.



EMERGENCY MANAGEMENT UTILIZATION



- Crisis communications
- Educational/preparedness information
- Agency news
- Interaction with media
- Community engagement

CRISIS COMMUNICATIONS



- Goals:
 - Help citizens directly, quickly
 - Improve awareness of what is happening
 - Provide information to help enable affected citizens
- Social media can be the most valuable tool to communicate with the public.



CRISIS COMMUNICATIONS, CONT.



- Much easier and faster than traditional communication tools like a news release.
- Able to reach much larger audience
- One post on social media can help with rumor control during an emergency when false information is being spread.
- Make posts concise and straight forward.

CRISIS COMMUNICATIONS EXAMPLES



Indiana Homeland Security @IDHS

UPDATE: Lawrence County Fire Prompts School Closings and Precautionary Evacuations; Indiana National Guard Mobilized. bit.ly/2H0v6BN

12:36 PM · Apr 13, 2018 · Hootsuite

View Tweet activity

3 Retweets 1 Like

Jason Larimore @LarimoreJason · Apr 13, 2018
Replying to @IDHS
Why?

Indiana Homeland Security @IDHS · Apr 13, 2018
A large plume of smoke is coming from the fire at the Fibertech mulch facility. Residents are being asked to stay inside to avoid the smoke from the fire. Evacuations are voluntary at this point as a precaution.

Indiana Homeland Security @IDHS

Southern Indiana is seeing high water, as you can see from photos taken in Vanderburgh County. Please, don't drive through water covered roads, and don't walk through flood water! #TurnAroundDontDrown #HoosiersHelpingHoosiers



11:25 AM · Feb 25, 2018 · Hootsuite

EDUCATIONAL/PREPAREDNESS INFORMATION



- Goal:
 - Empower public to be prepared before an emergency and create a community of preparedness.
- Before an emergency strikes is the best time for emergency managers to engage the community in public education, preparedness and training.
- Create engaging preparedness posts.
- Be creative and use images.

EDUCATIONAL/PREPAREDNESS EXAMPLES



 **Indiana Homeland Security** @IDHS

Spend time this [#INSevereWxWeek](#) creating a disaster preparedness kit!

Already have one? We'd love to see it, so we can share kit ideas with Hoosiers across the state.

Go to bit.ly/2Hjyv2G for **10** important items to include in your kit!

Disaster Preparedness Kit

Items to include:



[GetPrepared.in.gov](https://www.getprepared.in.gov)



6:30 PM · Mar 21, 2019 · Hootsuite Inc.

 **Indiana Homeland Security** @IDHS

Do you know what to include in your pet's disaster preparedness kit?

- Dry food and water for at least three days
- Vaccination records
- Medications
- Collar, leash, harness, carrier
- Food & water bowls
- Cat litter and litter pan
- Current photos

[#PetPreparednessMonth](#) [#GetPrepared](#)



3:55 PM · Jun 4, 2019 · Twitter Web Client

AGENCY NEWS



- Goal:
 - Share the good work your agency is doing for the community.
- Social media can help increase the number of people who see the important things your agency is doing.
- Reach the public directly by sharing your release on social media.
- Post the release on your website and share the link; or screenshot the release and post as an image.

AGENCY NEWS EXAMPLES



 **Indiana Homeland Security** ✓
@IDHS

"It's exciting to see young women taking an interest in the cyber security field, a field mainly dominated by men." -@LGSuzanneCrouch

Today, Lt. Governor Crouch recognized the top teams in the @GGCyberStart competition from Indiana.

Full release: bit.ly/CyberStart



 Suzanne Crouch and 4 others

4:22 PM · Jul 24, 2019 · [Twitter Web App](#)

 **Indiana Homeland Security** ✓
@IDHS

The Indiana Department of Homeland Security announced today it's now accepting applications for the Secured School Safety Grant, a matching state grant dedicated to safety initiatives at Hoosier schools. The grant application is open through Aug. 2.

bit.ly/SecuredSchools



11:47 AM · Jul 15, 2019 · [Hootsuite Inc.](#)

INTERACTION WITH THE MEDIA



- Goal:
 - Utilize social media to provide timely updates to reporters and, in turn, the general public.
- Generate interaction with reporters during a disaster.
- Reach more specific reporters than sending a news release to a news desk.
- Create a good working relationship with reporters by sharing the stories they write about your agency.

INTERACTION WITH THE MEDIA EXAMPLE



Indiana Homeland Security @IDHS

Aerial photos show the amount of flooding in Elkhart County. Remember: Flood water can become contaminated by all sorts of nasty things, such as oil, chemicals, and sewage. Never let children play in flood waters, even if they think it sounds like a blast
[#IndianaFlooding](#)



10:15 AM · Feb 24, 2018 · Hootsuite

View Tweet activity

17 Retweets 12 Likes

Lindsay Ann Benson @lindsay_benso · Feb 24, 2018
Replying to @IDHS
Wow, I hope everyone is okay. Very sorry this is happening. We're covering flooding across the country. Mind following back so I could ask you a few questions over DM?

Indiana Homeland Security @IDHS

The [@HoosierBurnCamp](#) is such an awesome place for kids who survived burn injuries! We are proud to partner with them!

bit.ly/2KedNII @WTHRcom @JennieWTHR



Hoosier Burn Camp helps kids be kids
Summer camp is one of the most memorable experiences of childhood.
wthr.com

8:26 AM · May 30, 2019 · Twitter Web Client

COMMUNITY ENGAGEMENT



- Goal:
 - Socialize the fact that you are in the community at events, exercises or meetings letting your citizens know you are engaged.
- It's important for the public to see that you are committed to their safety.
- Pictures, pictures, pictures!

COMMUNITY ENGAGEMENT EXAMPLES



 **Indiana Homeland Security** ✓
@IDHS

It may be gloomy, but it's a great day here at the @IndyStateFair! Come check out all the public safety vehicles on State Fair Blvd and pick up some free swag at our gazebo! #FirstRespondersDay



 You and 2 others

9:48 AM · Aug 12, 2019 · [Twitter for iPhone](#)

 **Indiana Homeland Security** ✓
@IDHS

We're all set up and ready for the kids!
Come find us on Monument Circle for the @500Festival Kid's Day! We're here until 4! #500KidsDay



 You and 500 Festival

11:02 AM · May 11, 2019 · [Twitter for iPhone](#)

SOCIAL MEDIA BEST PRACTICES



- Use images as often as you can.
- Be personable and engaging. Social media is now a two-way form of communication.
- Respond to messages and replies.
- During a major emergency, create a hashtag (#) for the public and reporters to follow to track important information.

SOCIAL MEDIA BEST PRACTICES



- Be creative!
- Schedule posts in advance.
- Create a social media strategy to outline specific goals and objectives you want to hit with your social media.
- Share posts from other partner agencies. Creating relationships with partner agencies goes a long way.



FOLLOW US ON SOCIAL MEDIA!

TWITTER: @IDHS

FACEBOOK & INSTAGRAM: INDIANADHS