

# **Social Media Strategies in Emergency Management**

2019 Tribal Public Health Emergency Preparedness Conference



# Personal information tools

- What do you primarily use to get information during emergencies?
- What devices would you try to use to communicate with loved ones?

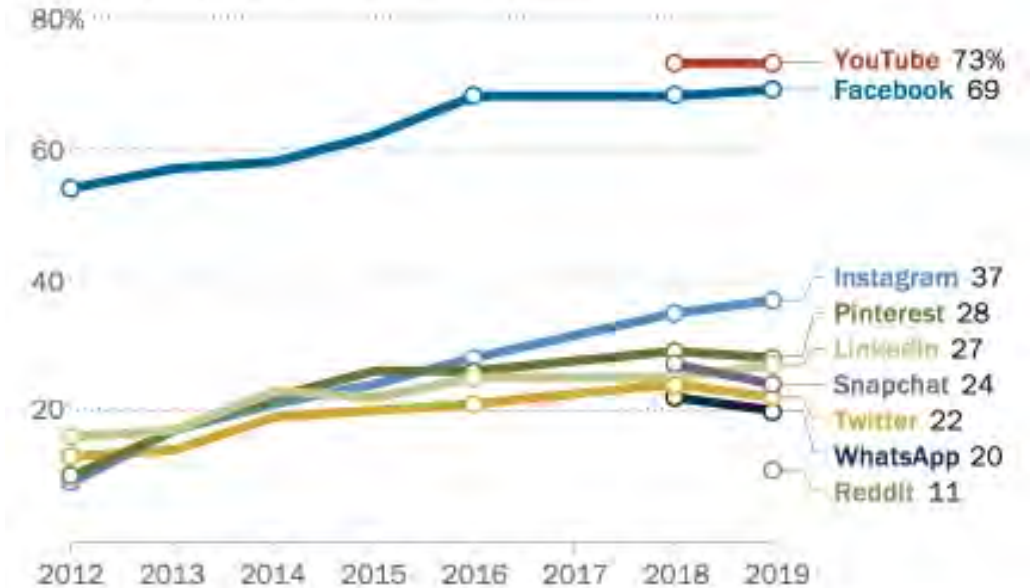


# Social Media Use Among General Public

- YouTube and Facebook are the most used social media platforms.
- Instagram and Snapchat is most popular among 18-24 year-olds.
- A majority of Facebook, Snapchat, and Instagram users check their accounts every day.

## Facebook, YouTube continue to be the most widely used online platforms among U.S. adults

% of U.S. adults who say they ever use the following online platforms or messaging apps online or on their cellphone



Note: Pre-2018 telephone poll data is not available for YouTube, Snapchat and WhatsApp. Comparable trend data is not available for Reddit.  
Source: Survey conducted Jan. 8-Feb. 7, 2019.

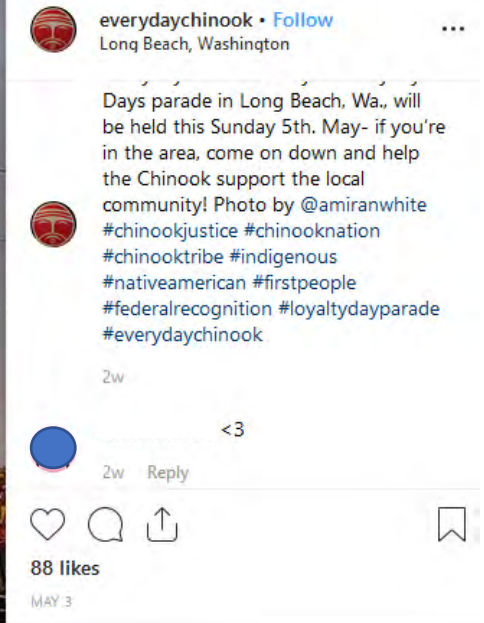
PEW RESEARCH CENTER



FEMA

# Social Media Use in Tribal Communities

- 78% of tribal communities get their information online.
- Of those that get their information online, 90% said they specifically get their information from Facebook.
- Use among tribal youth closely mirrors patterns among larger populations.



# Crisis Communications on Social Media

- Be first.
- Be right.
- Be credible.



# FEMA Voice

## Helpful

- Providing the most relevant information to the situation, using simple and easy-to-understand phrasing.

## Authoritative

- Sharing official, verified information. Giving clear direction that aligns with other authorities.

## Compassionate

- Acknowledging concerns and emotions that people have. Adopting a customer service and survivor-centric approach.

## Collaborative

- Sharing information and referencing other partners to effectively convey emergency management information.
- Encouraging others to respond and engage with each other and with FEMA.



**Sac and Fox Tribe of the Mississippi in Iowa**

March 14 · 🌐

Effective immediately – Battleground Road is now closed due to increased rising water. For your safety, we are requesting you avoid this area if at all possible. Thank you for your cooperation.

<https://meskwaki.org/battleground-road-closed-3/>



Sac and Fox Tribe of the Mississippi in Iowa

Government Organization

👍👎👤 26

Send Message

10 Shares



FEMA



**Chehalis Tribal Emergency Operations Center**

April 30 · 🌐

Travel Advisory for April 30th: 3 small brush fires are happening right now on the east side of Highway 12, between Denmark St. SW & Briarwood Farms. Smoke is affecting visibility so you may want to take an alternate route if you are planning to travel through that area any time soon  
UPDATE: Hwy 12 is now closed between the 183rd Ave. SW Intersection and Old Hwy 9 SW Intersection with traffic being detoured away from Hwy 12



👍👎👤 78

59 Comments 211 Shares

# Discussion questions

- What members of your community make up your digital audience?
- What do you think the best voice is to reach that audience?







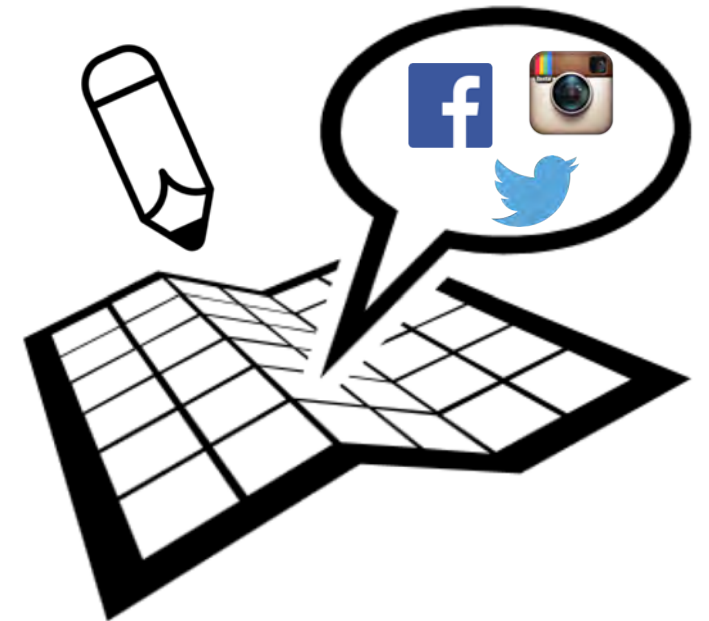
# Listening objectives

## 1. Situational awareness

- Learn about your audience
- What are people thinking, feeling, and doing?
- Rumors/misinformation

## 2. Inquiries and mentions

- Customer service
- Being active and present



# Engagement should be...

## 1. Respectful

- Think about it as customer service
- Keep in mind the long term relationship

## 2. Productive

- Building transparency, trust, reputation
- Don't take the bait

Direct

Indirect

Proactive

Reactive

# Social media content

Social media allows us to deliver unfiltered messages **directly to the public.**

*What does the public need to know?*

*What can the public do?*

*What feelings can we inspire?*



# What's the difference?

## Public

- Personal appeal
- Storytelling
- Reputation and trust
- Unknown distribution

vs.

## Other stakeholders

- Mission appeal
- Process-oriented
- Defined relationship
- Controlled distribution



# Main FEMA accounts



[facebook.com/fema](https://facebook.com/fema)

- Showcasing the work we do as an agency
- Emphasize sharing with friends and family
- Live videos, photo albums



[twitter.com/fema](https://twitter.com/fema)

- Real-time information about many topics
- Accounts for each region
- Can post very frequently, 80/20 shares-to-original post ratio



[instagram.com/fema](https://instagram.com/fema)

- Visually telling our story
- Educational and informative
- Temporary multimedia stories, showcasing photos

# Content should be...

## 1. Timely

- Fresh information that's immediately relevant

## 2. Relationship-building

- Builds trust and familiarity

## 3. Interactive

- Engaging with audience members or helping them engage with each other



# Discussion question

- What can we learn from each other?
- What other tools do you use to help augment your communication goals?





# Messaging best practices

1. Avoid referring to yourself in the third person.  
*Use “us, we, our” instead.*
2. Address the audience conversationally.  
*Use “you” vs. “residents, individuals, survivors.”*
3. Provide a call-to-action.
4. Put yourself in the shoes of the reader.
5. Keep your language simple and direct.



# Facebook tips

- 2-3 posts a day
- Call out your target audience.
- Work in as much info as you can, but keep it concise.
- Shared posts don't do as well as videos or photos.
- Make the first 2 sentences count.
- Tag pages and include a link for further info.



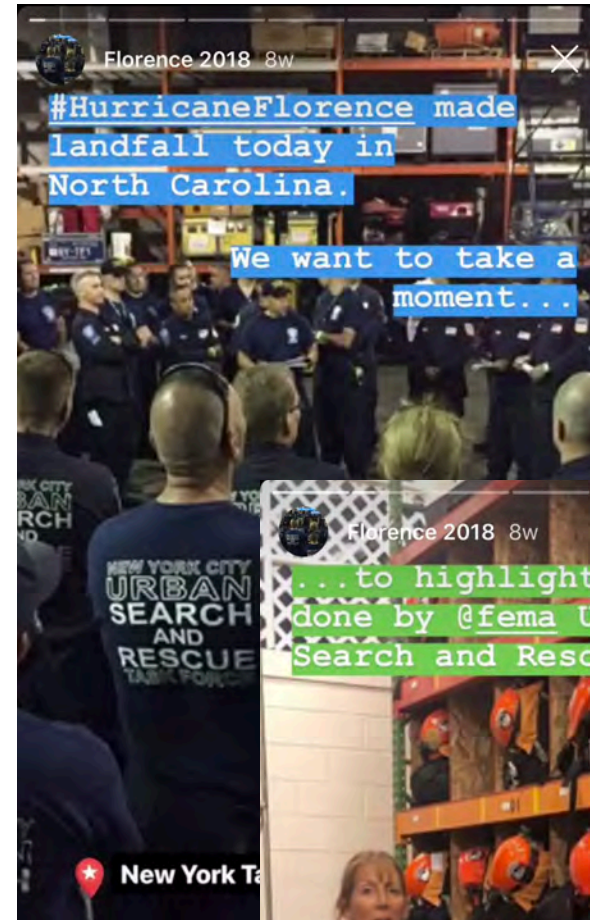
# Twitter tips

- Timeliness and relevance are the MOST important elements of your tweets.
- Be generous with re-sharing and commenting.
- Use up to 2 hashtags per post. Check them before using.
- Use photos or graphics to draw attention.
- Add emojis when appropriate for some visual interest.



# Instagram tips

- 2 short paragraphs max.
- Choose the BEST photos that tell a story.
- Add in just enough information that helps people learn 1-2 things.
- Tag other accounts.
- Consider a series for Instagram Stories if there are multiple visuals or events over time.



# Measuring success

- Define success first
- Numbers don't tell the whole story
- Measure against your baseline
- Use a variety of tools
- Look at both the best and worst performing posts



More valuable  
Harder to measure



Less valuable  
Easier to measure

## DO

Did people take the action we wanted them to take?

- Get prepared
- Emergency actions (evacuate, take shelter, etc)
- Change behavior or attitude
- App downloads
- Advocacy
- Event attendance

## FEEL

What did people think about our message?

- Facebook shares with personalized messages
- Facebook comments
- Twitter retweets with personalized messages
- Blog comments
- Emailed feedback

## SAY

How often did people pass along our message?

- Facebook content likes
- Facebook shares
- Twitter retweets
- Email forwards

## SEE

How effective were we in getting the content out to the right audience to see?

- Facebook page like totals
- Twitter follower totals
- Website visits
- Subscribers

# Managing social accounts

Multiple times a day **1. Social listening**

Multiple times a day **2. Respond to questions & share**

Daily/few times a week **3. Post content**

Weekly/Monthly **4. Plan ahead**

Weekly/Monthly **5. Reporting Metrics**

