

MASC Municipal Association of South Carolina

# Social Media in Emergencies

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Municipal Association of SC



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Social media is here to stay  
Don't run  
Embrace it  
Part of strategy



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## Most common social media tools

- Facebook
- Twitter
- Instagram
- YouTube



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**MASC** National Association of Jewish Councils

## Research shows...

- 18 percent of adults would immediately go to social media if they couldn't get through on 911
- 69 percent of adults expect emergency response agencies to monitor social media
- 74 percent of adults who use social media in an emergency expect a response within the hour

*\* American Red Cross*

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### How Survivors Harness Social Media

|   |   |  |
|---|---|--|
| <b>76%</b><br>Contact friends to make sure they are safe                | <b>25%</b><br>Download disaster-related apps          | <b>24%</b><br>Get text alerts from emergency agencies        |
| <b>37%</b><br>Use text or social media to buy supplies and find shelter | <b>1 in 5</b><br>Americans have used an emergency app | <b>18%</b><br>Receive emergency information through Facebook |

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### HURRICANE SANDY

At its peak, Instagram users uploaded Sandy-related photos at a rate of 1 **T E N** every **S E C O N D**.

Facebook members of "Hurricane Sandy" and "Frankenstorm" increased by **1,000,000%**.

**23 RED CROSS STAFFERS** were tagged in Sandy-related social media postings.

**4,500** tweets were tagged with #Sandy.

Top 5 Shared Terms on Facebook: **water, jump, home, New York, NY, New York**.

72% tweeted to their Twitter followers.

These tweets may be categorized as helpful when they contain information about how to stay safe or what to do in an emergency.

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## Reach a wider audience

- Damage reports
- Traffic reports
- Evacuations
- Utility lines
- Power outages




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State of Maine Beaches and Outdoor Recreation  
 Department's and  
 NOAA's 2016  
 Wet Weather Quality (WQ) Report



Public Road Users Report Road Conditions of Maine  
 January 6, 2016

The Department of Transportation has been working with the  
 Department of Environmental Protection, the Department of  
 Health and Human Services, and the Department of  
 Agriculture, Forestry and Fisheries to address the  
 impacts of climate change on our roads.




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## Emergency alerts

- Be a credible source
- Single feed for alerts
- Instant access




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### Monitor conversations

- Conversations are happening anyway – stay on top
- Stop rumors
- Clarify
- Reiterate
- Direct contact without counting on intermediary



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### Collaborate

- Share needs
- Establish processes
- Organic responses



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Rock Hill SC Fire

Rock Hill SC FD (@RockHillSCFire) · Mar 11

Major traffic delays on I-77 southbound near Exit 78 due to this accident



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