Social Media & Disaster Recovery

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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

Join the conversation online: #SMEM
Why Social Media?

- 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?***

Have an Established Presence
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:

Our Focus Today
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
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<th><strong>DO</strong></th>
<th><strong>DON’T</strong></th>
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<tr>
<td>Take the time to find out a little about the issue</td>
<td>Stick with standard replies</td>
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<td>Do a little research on people to see if they have any connection to your organization or are notable in some way</td>
<td>Assume that people who say negative things don’t have background or experience to back it up</td>
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<td>Always use a respectful tone</td>
<td>Use overly defensive or angry language</td>
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<td>Follow up on replies to your posts</td>
<td>Assume that your posts are anything but public</td>
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<td>Remember: it is OK to say you don’t know something!</td>
<td>Embellish the truth or state any facts you are not sure of</td>
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<td>Time and date-stamp critical information</td>
<td>Re-post without checking if the info is current and/or accurate</td>
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<td>Re-post or re-tweet verified information from trusted sources</td>
<td>Post anything that looks overly speculative.</td>
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<td>Include hashtags people are using for the event</td>
<td>Forget to check periodically for the most popular hash tags being used, since it changes quickly</td>
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<td>Refer to other authorities or entities that are posting and share information with them</td>
<td>Attempt to “compete” or “one-up” other organizations trying to help in a crisis. It isn’t a competition</td>
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American Red Cross Tornado Response

Shayne Adamski @shayneadamski
State Emerg’ly Mgmt accts: @KYEMPIO @AlabamaEMA @MSEMA @KansasEmergency @T_E_M_A #wx cc @fema
Retweeted by Wendy Harman

Wendy Harman @wharman
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

Wendy Harman @wharman
Preparedness RT @SmASHing_1 But we was ready for the twister tho>>> pic.twitter.com/hRt1CeT1

banafsheh ghassemi @banafshehgh
If you are in the path of the storms @redcross has a FREE iPhone shelter locator app. Please download: bit.ly/l15i
Retweeted by Wendy Harman

Wendy Harman @wharman
Take cover my Atlanta friends in the northern burbs. (3.2.12 at 8:40pm)

Cory Mottice @EverythingWK
A look at all of the warnings issued so far today... twitpic.com/8r750v
Retweeted by Wendy Harman

Referring other authorities
Time stamped info
Red Cross resources
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

Action steps, empathy and caring

The Basics During Emergencies
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.

Getting Started
• 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**
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

Other Tools
Preparing for Spring Severe Weather

Tuesday, March 10\textsuperscript{th} – 2pm to 3pm Eastern

www.PrepareMyBusiness.org
Questions?
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Today’s session has been recorded.
Links to the archived recording will be emailed to all registrants automatically tomorrow.

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