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Integrated Warning Team Workshop

*How to Utilize Social Media During
Severe Weather Events*

**Presented by Tiffany Sunday,
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**Social Media
Is
Digital Real Time
Communication**

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Social Media Nutshell

- Key Platforms: Twitter, Facebook, Google+, YouTube and LinkedIn
- Social Media is an evolving emerging and disruptive communication technology
- Each platform serves a different communication function
 - Twitter – breaking news, real time sharing of information
 - Facebook – updates to family and friends
 - Google+ – sharing of diverse content, less family and friends
 - YouTube – video sharing and original programming

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Twitter 101



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Data Mining Twitter

- Build lists that include: trusted sources, integrated wx team members, power users, government officials and TxDot
- Use hash tags and key search words to find information quickly. Weather has tags **#NTXWX** or **#TXWX**
- Watch for changing hash tags
- Learn how to read between the tweet lines
- Use social media dashboards to filter tweets

Communicating via Twitter

- When possible, date and time stamp weather posts and photos
- Inform followers about severe weather conditions and approaching storms
 - Heaviest storms moving through Dallas County – stay alert to strong winds and heavy rain
- Ask followers questions about weather conditions
 - How big is the hail in Weatherford?
- Collaborate with Integrated Weather Team to increase communication efficiency



- We love to share our severe weather videos
- Use key search words to find footage of severe weather and damage reports
- Include the minus sign (-) to filter your search
 - Lightning – hitting a building
- Use an OR/AND to widen or narrow your search
- YouTube videos can be used to educate and inform the public

Google+

- Huge data base of users and content
- Use key search words to locate photos and information
- Create detailed Circles before severe weather events
- Post information quickly to the public or specific Circles
- Google Hangouts:
 - Face-to-face meetings with officials and emergency management team members without having to be on location
 - Easy access and set up – group chat allows up to nine people
 - Hangouts can be public or private
 - Hangouts-on-air can be posted to YouTube for public access





- Create Fan pages and instruct viewers, friends and fans to subscribe to your feeds
- Facebook uses sophisticated algorithms to determine which information is posted
- Edge Ranking Rule – on average only 12% of the information you post is seen by family, friends and fans
- Post requests for weather photos and damage reports
- Use Facebook as a portal to obtain pictures from viewers



Social Media Dashboards

- Dashboards Benefits:
 - Monitor all social media platforms from one site
 - Post to all platforms from the dashboard
 - Twitter – filter content, conduct searches and filter data
 - Shorten links
 - Schedule future post
 - Analytics
- Popular Dashboards:
 - Hootsuite
 - TweetDeck
 - MediaFunnel

How to Verify Photos and Information

- Verify questionable information before posting
- Build a network of trusted social media power users who can assist with verifying information
- Use TinEye to conduct reverse search on questionable photos from viewers and new sources www.tineye.com
- Conduct Google Searches – upload link and photo
- How to determine if the photo real or photo shopped?

Severe Weather Communication Management

- Avoid inundating the public with a fire hose of social media postings - too much information is often ignored
- Keep information concise with short messages
 - Take cover now! Underground or lowest level!
- How to handle rumors
 - Individuals, groups and repeated offenders
- How to handle false information
 - Postings and photos
- Collaborate with Integrated Weather Team to increase communication efficiency

Social Media Time Management Tips

- Create lists of key resources on Twitter and Google+ now before severe weather season
- Focus on keeping the communication process simple
 - Determine which social media platforms are most effective for your city, county and citizens
 - Use this platform during severe weather events
 - Think – how can I communicate quickly to the most people and know they will receive the information
- Use Social Media Dashboards during severe weather events to data mine and post crucial information
 - Delegate responsibilities one or two individuals or SM team
- Use severe weather information from Twitter to prioritize resources and personnel - good example Cory Booker, Mayor of Newark, NJ

Protecting Your Social Media Accounts

1. Google Alerts <http://www.google.com/alerts>
2. Facebook
 - Stay Informed of How Facebook Uses Your Information
3. Spam and Hackers
 - Check Before You Click and “Like”
 - In Doubt, Google postings and people first before clicking
 - Beware of the EGG, think twice about followers that have no pictures
4. Passwords
 - 14 plus characters
 - Different email accounts and passwords for personal and SM

Resources

- Slide Share – www.slideshare.com social media presentations and information
- Mashable – tech and social media information
 - www.mashable.com
- TechCrunch – tech news and information
 - www.techcrunch.com
- <http://socialmouths.com/blog/2011/09/15/facebook-lists-and-the-new-subscribe-button-explained/>
- Global Relief Technology – Mobile computing for extreme environments and disasters
 - <http://grt.com/>

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How to Connect With Tiffany –

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Questions?

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