Integrated Warning Team Workshop

*How to Utilize Social Media During Severe Weather Events*

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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
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**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

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• 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

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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](http://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

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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

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Protecting Your Social Media Accounts


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


• Global Relief Technology – Mobile computing for extreme environments and disasters
  • http://grt.com/
How to Connect With Tiffany –

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Questions?