

Social Media

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Putting "Strategic" into Social Media

Beyond:

- Increasing usage
- SM spikes during emergencies
- Cost-effectiveness, speed, reach
- Informing, empowering, management effectiveness, retaining control

Opportunity for actionable intelligence in emergencies:

- Incoming triage of SM
- Geolocation
- Ushahidi mapping and crowdsourcing
- Content curation

Challenges

Effective management and resources

- Planning and preparation
- Integration into existing ECC structures/protocols
- Ownership and control
- Accounts
- Expectations, both internal & external
- Extended real-time 24-7 SM operations

Keep it simple

- 3 phases: pre-crisis, crisis, post-crisis
- match input to output

Most used SM in emergencies

Accounts:

- Facebook
- Twitter
- YouTube
- Cinch

Risks in using and not using:

- Rogue accounts / verified accounts
- Trust / reputation / expectation

And when there:

- Have actionable posts/tweets
- Explicit expectation management
- Links, hashtags, lists critical; time-line management

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