



The First 72 Minutes

SOCIAL MEDIA AND COMMUNICATIONS

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Managing ORISE for DOE

An institute established in 1992 with programs dating back to 1946. ORISE's mission is to:



Strengthen America's scientific research and education enterprise to enhance global competitiveness



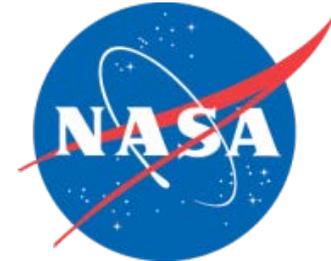
Ensure public trust and confidence in the management of worker health and environmental cleanup initiatives



Enhance our nation's preparedness for emergencies related to terrorist incidents, natural disasters, and health threats



Who we serve





What is the first thing you would do in
the event of an emergency?



What is the second thing you would do
in the event of an emergency?



What is the third thing you would do in
the event of an emergency?



Social Media



**600 million
websites**



**2.4 billion online
everyday**

How has this

Changed

communication?



Number of people we can interact with





**No filter
on the
way we
speak**



Writing is
summarized

Everyone is an expert





**Our
expectations
have
changed**

80%

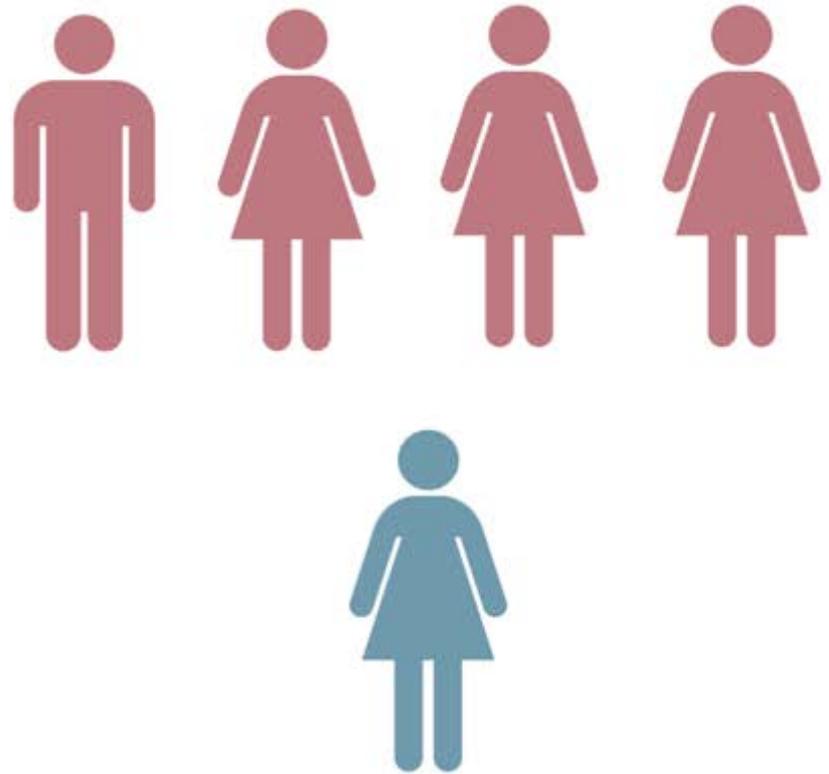
of people expect emergency responders to respond on social media during disasters



Source: American Red Cross

1 in 5

people who experienced an emergency,
posted about it on a social media site



Source: American Red Cross; Pew Internet

People check their social media accounts 17 times a day



The highest usage observed is between the ages of

25-54



Hurricane Sandy



114%

increase in Internet usage
the day the hurricane hit

1.1 mil

people mentioned
"hurricane" on Twitter in
the first 21 hours

Launched in 2004

Largest social networking site

Users connect by “friending”

Businesses and organizations can set up “pages”

Most commonly used to communicate with close friends and family



Snowstorm 2010



#

"#Snowpocalypse" was the most used hashtag.
"#Snomagedon and other hashtags popped up too.

Launched in 2006



<120 character messages called
Tweets

Trending topics



Colorado Floods 2013

Instagram



Instagram was used by responders for better situational awareness and proved to be an important operational tool



Social media photo/video sharing

Over 400 million users

Geolocation

#hashtags

And now, there's more





There's an app for that.





Get tips to survive natural disasters, customize your emergency checklist, and save meeting locations



Receive alerts from the National Weather Service



Locate open shelters and Disaster Recovery Centers, and apply for assistance



Upload and share your disaster photos



Stay connected on social media and the FEMA blog

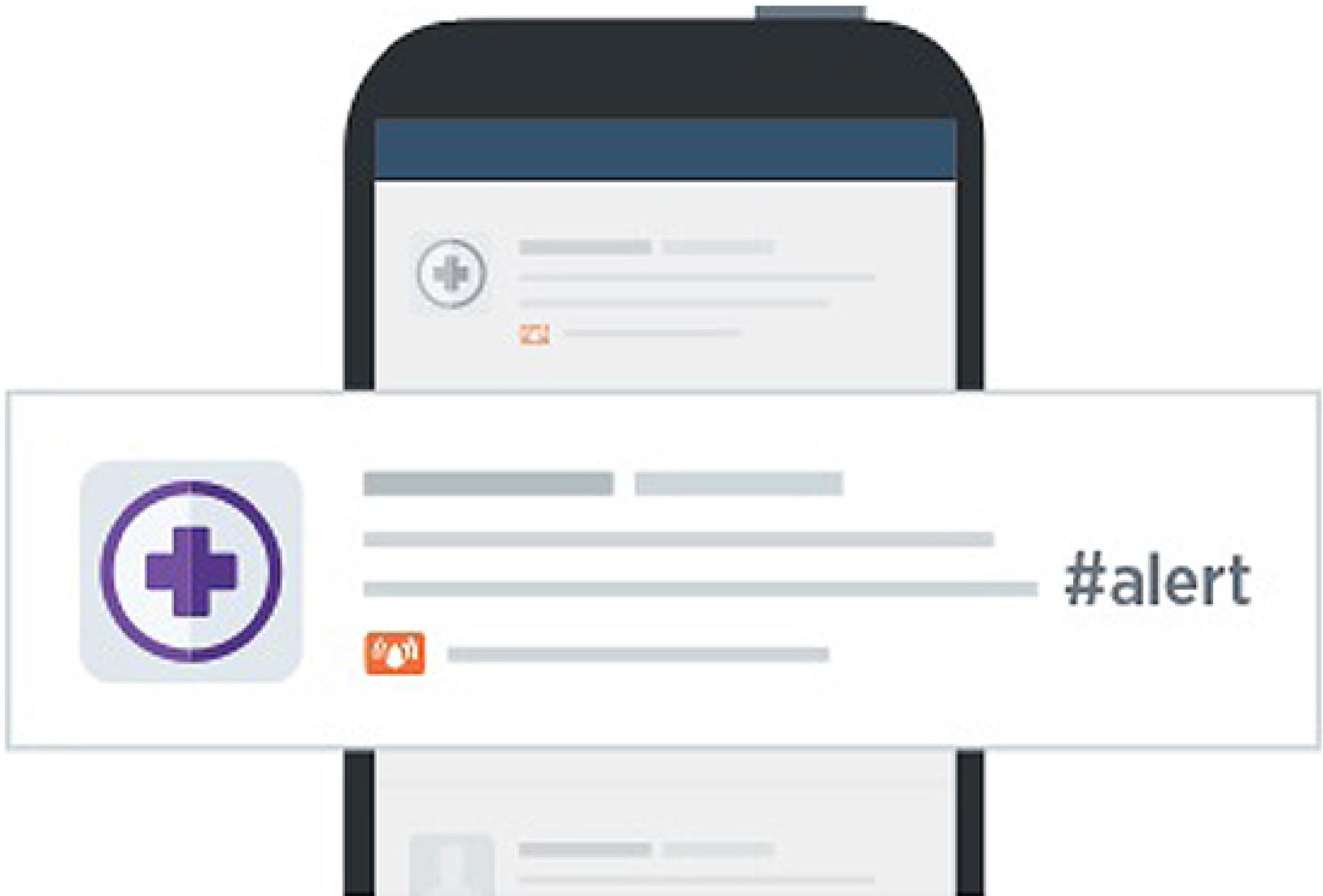
**BEFORE AN
EMERGENCY**

A wooden desk with a laptop on the left, a notebook on the right, and a pen resting on the notebook. The scene is lit with soft, natural light, creating a calm and professional atmosphere.

Facebook group for family

Follow official sources

Mobile apps, i.e., news and weather apps



Twitter alerts

**DURING AN
EMERGENCY**



@jkrums
Jamie Krums

<http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy.

18 Jan 09 via TwiPic Favorite Retweet Reply

Documentation of the event.



Response agencies issue notifications.



Boston Police Dept.
@Boston_Police

Boston Police confirming explosion at marathon finish line with injuries. #tweetfromthebeat via @CherylFiandaca

 2 DAYS AGO  REPLY  RETWEET  FAVORITE



The Boston Globe
@BostonGlobe

Update: 2 powerful explosions detonated in quick succession leaving at least dozens of people wounded, some of them with dismemberment

 2 DAYS AGO  REPLY  RETWEET  FAVORITE





I'm safe!

Where are my friends and family?

Apr 15, 2013, 2:54 PM

Can you find out what's going on at the Boston marathon? There were just 2 explosion

What? I don't see anything.

Well something crazy definitely happened.

What do you mean by explosion?

Check twitter

Where there is a will,
there is a way.



**AFTER AN
EMERGENCY**



THIS WAY
FOOD-CUPSE-HEAT
the bread is clean

Lindt
CHOCOLATE CHIP
COOKIES

Delicious
Oysters

RISKS

**Don't believe everything you
see on the internet.**



Misinformation can spread quickly.



In case you're bored during the storm.

20% OFF EVERY-THING

FOR NEXT 36 HOURS

Some will capitalize.

 **Gap** 
@Gap



All impacted by #Sandy, stay safe! We'll be doing lots of Gap.com shopping today. How about you? 4sq.com/QPVDT9

29/10/2012 14:32

A check-in at Frankenstorm Apocalypse - Hurricane Sandy

Other Great Outdoors in New York, NY



 Foursquare @foursquare

Social Media Benefits

**IT'S SELF
CORRECTING**

**IT CONNECTS YOU
TO PROFESSIONALS**



Lucas Kavner [Become a fan](#)
lucas.kavner@huffingtonpost.com



Follow

Like

<1.5k

Hurricane Sandy: Red Cross, Other Relief Organizations Expand Reach Through Social Media

Posted: 10/30/2012 5:49 pm EDT Updated: 10/30/2012 5:56 pm EDT



5 people like this. Be the first of your friends.



**YOU CAN TAP INTO
NEARLY ANY
RESOURCE IN A
SINGLE TWEET**

IT'S EASY TO USE....

IN CASE OF FIRE



EXIT BUILDING
BEFORE TWEETING
ABOUT IT



Thank You

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<http://bit.ly/2015ORForumApps>

