Social Media Impacts in Emergency Management

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Session Objectives

• Introduction
• Technology in 2001 – Web 1.0
• Technology in 2011 – Web 2.0
• Social Media Adoption in Emergency Management
• How could Social Media have changed 9/11?
• Using Social Media in Emergency Management
Is this the past?

- Use a computer to surf the web
- Pick up the phone to call someone
Is this the future?

- Pick up a phone to surf the web
- Use a computer to call someone
Technology in 2001

• Arthur C. Clarke would be disappointed
• Peer-to-peer technology, i.e., music swapping (Napster)
• Launch of satellite radio
• Advent of online journals, i.e., blogs
Web 1.0

• First stage of the world wide web linking web pages with hyperlinks

• One-way communication capability

• Phones weren’t “smart”

• No Google search engine

• If you said you were going to “tweet” me, I’d probably press charges

• Organizations had control of its message

• Media partners
We’ve come a long way

Now – 6.8 billion people / 5 billion cell phones

2010 – 12.5 billion devices connected to the Internet
2015 – ~25 billion devices
2020 – ~50 billion devices

“Retweet” & “sexting” are now words in Oxford English Dictionary
Technology 2011

- Google
- Smartphones
- Geomapping / Geolocation tagging
- Video and Photo development/Sharing
- Live Streaming Video
- Integrated Public Alert and Warning System (IPAWS)
Web 2.0

• Web applications that facilitate information sharing, interoperability, user-centered design and collaboration
• Two-way information sharing/collaboration
• Often associated with Social Media
  • Blogs
  • Location-based networks
  • Microblogs
  • Photo and Video Sharing Sites
  • Podcasts
  • Professional Networks
  • RSS Feeds
  • Social Networks
  • Wikis
Interact with your Public

Before or After Events

During Events

No longer ON the web... you are IN the web... it is immersive
In an area-wide emergency, how likely would you be to use social media channels to let your friends and family know you are safe?

- Definitely would: 69%
- Probably would: 21%
- Might or might not: 22%
- Probably would not: 13%
- Definitely would not: 16%

Would you sign up for alerts for these emergencies?

- Location of food/water: 53%
- Evacuation routes: 62%
- Shelter locations: 50%
- Road closures: 50%
- Location of medical services: 50%
- Preparations information: 48%
- To keep yourself safe during and after an emergency: 48%
- Where to get gas: 46%
It’s not your emergency! ... it’s the public’s ...
People no longer just want to be victims or witnesses ... they participate and have a sense of ownership.

“In an emergency, you must treat information as a commodity as important as the more traditional and tangible commodities like food, water, and shelter.” Jane Holl Lute, Deputy Secretary, Homeland Security
The era of official agencies simply “pushing” out info is over! To be relevant, organizations also need to “pull” data in.

“The media landscape has changed drastically. We no longer have a reporter assigned to our specific beat where we are regularly in touch; now everyone is a reporter and a journalist because of social media.” Davina Gruenstein, Public Relations Director, Puget Sound Energy
Social Media in Emergencies

- Internet resilience
- Text messaging
- Expand reach

“I am just in the stream of information now.”
Jeff Phillips, Emergency Management Coordinator, Los Ranchos de Albuquerque, N.M.
• #DCQuake and #Irene
• Tweets about the earthquake reached NYC before aftershocks
• Cell phone service unreliable
• Twitter and SMS

Social Media travels faster than seismic waves
Fukushima live on Twitter - One Minute Internet
How Could Social Media Have Changed 9/11?

• Established credibility and awareness
• Every citizen as a sensor
  • *Crowdsourcing*
  • *Reporting suspicious activity*
• Response notifications
  • Evacuation Routes
  • Locations of Shelter
  • Protective Actions
    • Comprehensive, interactive maps
• Recovery information source

"The 21st century information chain has totally reversed the traditional chain of command."
James Graybeal, Deputy Chief of Staff for Communications and Director of Public Affairs, NORAD/USNORTHCOM
What happened 10 years ago

7:59 a.m.  AA11 departs with 92 passengers (hijacked @ 8:14)  (Timeline)
8:14 a.m.  UA175 departs with 65 passengers (hijacked @ 8:45)
8:19 a.m.  AA11 alerts ground control of their hijacking
8:20 a.m.  AA77 departs with 58 passengers (hijacked @ 8:54)
8:24 a.m.  Hijacker accidently contacts ATC instead of aircraft main cabin
8:37 a.m.  ATC contacts Northeast Air Defense (NEADS) about hijacking
8:42 a.m.  UA93 departs with 45 passengers (hijacked @ 9:28)
8:46 a.m.  AA11 crashes into the North Tower at WTC
9:03 a.m.  UA175 crashes into the South Tower at WTC
9:10 a.m.  FAA shuts down all NY airports
9:12 a.m.  AA77 passenger calls home to alert of hijacking
9:37 a.m.  AA77 crashes into The Pentagon
9:42 a.m.  All in/outbound domestic flights are grounded by FAA
10:03 a.m.  UA93 crashes in a Pennsylvania forest after passengers confront hijackers
12:16 p.m.  Last commercial flight above the continent
Could social media have helped?

Social media could have played a profound role in September 11, 2001 by:

- assisting in the response
- recording the memory of the day
- providing evidence in the investigation

if only it had existed

* Source Teqnolog blog
Could social media have helped?

7:59 a.m.  AA11 departs with 92 passengers (hijacked @ 8:14)
8:14 a.m.  UA175 departs with 65 passengers (hijacked @ 8:45)
8:14 a.m.  AA11 passenger(s) send FB status / tweets of the hijacking via Wi-Fi
8:19 a.m.  AA11 alerts multiple federal agencies of the hijacking via Inflight 911
8:20 a.m.  AA77 departs with 58 passengers (hijacked @ 8:54)
8:24 a.m.  Hijacker call to traffic control is tweeted and picked up by media
8:26 a.m.  Media, family, & friends circulate status updates on FB and Twitter
8:42 a.m.  UA93 departs with 45 passengers (hijacked @ 9:28)
8:45 a.m.  UA175 passenger updates FB on an iPad regarding their hijacking
8:46 a.m.  AA11 crashes into the North Tower at WTC
8:50 a.m.  IPAWS utilized to alert the nation
8:55 a.m.  UA175 passengers secretly look at FB updates - confront hijackers?
8:55 a.m.  FAA confirms terrorist situation and grounds further traffic?
9:03 a.m.  UA175 crashes into the South Tower at WTC or something else?
9:37 a.m.  AA77 crashes into The Pentagon or something else?
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Interesting Statistics:

- “September 11th” searches up 1,009%
- “US Flag” searches up 717%
- Osama bin Laden-related searches up 100,000%
- 66% of searches for “who is Osama bin Laden?” were by those aged 13-17
- 25% of searches overall for Osama bin Laden came from those under 24 years old

At the news event's peak, Twitter said that users were sending off 5,106 tweets per second.

The bin Laden story resulted in a peak of more than 4.1 million page views per second on the news websites supported and tracked by content delivery network.
Using Social Media in Emergency Management

- Listen before speaking
- Define Goals and Purpose
- Define Strategy
- Develop a Marketing Plan (marketing preparedness messages to the public is not easy!)
- Don’t just take our word for it

FACEBOOK
You're doing it wrong.
Thank you - Questions?

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