

# Attack Social Media Like a First Responder

The Digital Life Preserver: Using Social Media During a Crisis

# + Who am I?



- Former three-time Chief, Atlantic Highlands First Aid & Safety Squad
- Member of the NJ EMS Task Force
- Journalist
- Executive Director, Communications, CBS News

# + A first responder's way in



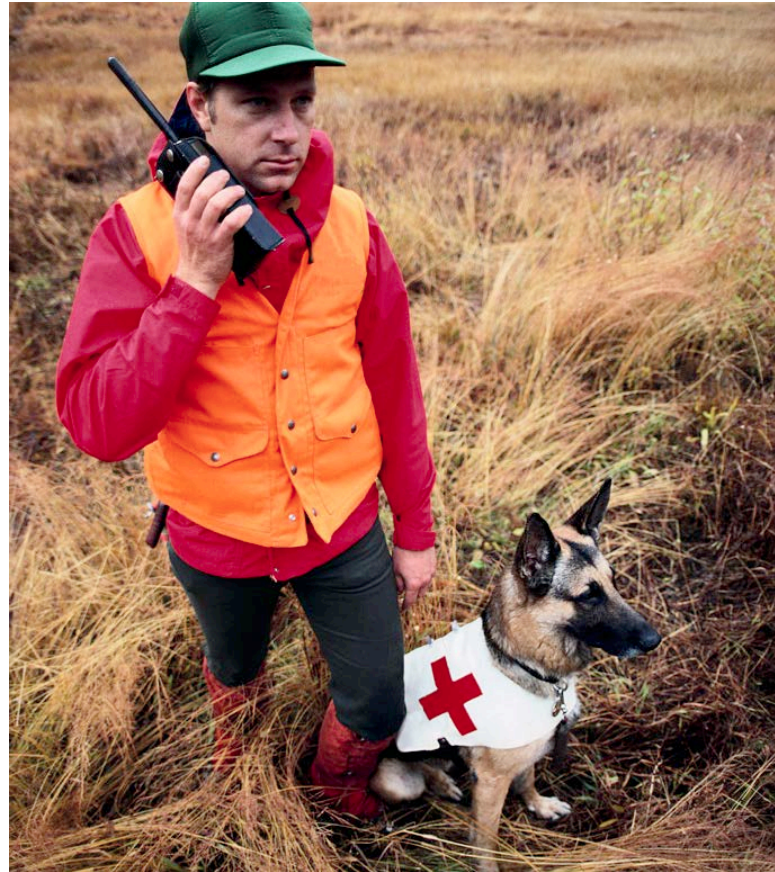
# + Social media is critical

- Hurricane Irene
- Virginia Earthquake
- Superstorm Sandy
- Boston Marathon Bombings



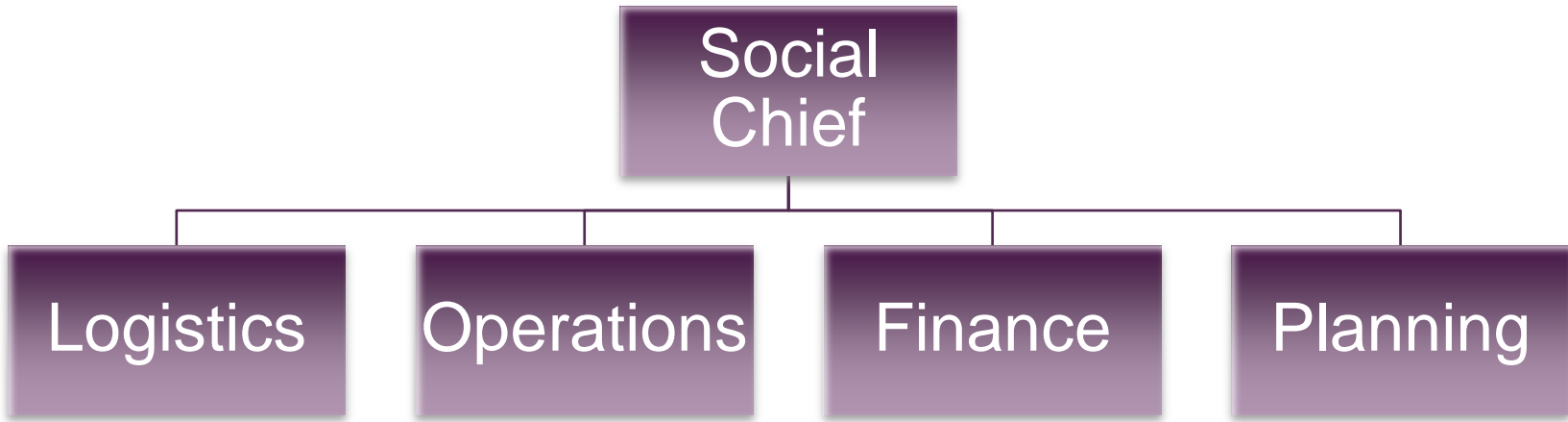
# + Social media is news radio

- Virginia Earthquake – 5,500 Tweets per second
- Sandy – 20 Million tweets before, during and after the storm
- Media/Consumers learn at the same time





# Tackle it like a disaster





# + Fluid and dynamic

This



...becomes this



# + Creating a team and a framework

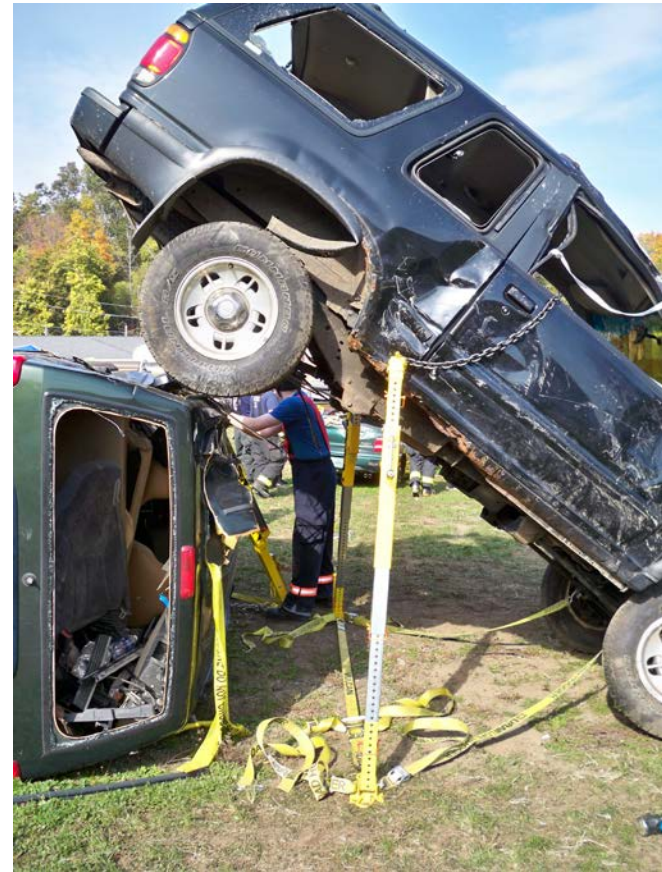
- Talk or touch?
- Have a rapid response plan
- Incorporate volunteers
- Establish ahead of time who does each job
- Have back-ups





# + Be prepared

- You must have a social media plan
- Brainstorm for the worst
- Create mock scenarios
- Drill, drill, drill



# + Don't believe me?

DAILY NEWS NYDailyNews.com Tuesday, May 13, 2014 31

**NOW FOCUS**

# WE'D WIN

## Fire-breathing giant lizard? NYC has plan

BY ETHAN SACKS  
NEW YORK DAILY NEWS

**'G**odzilla" blitzes New York theaters Thursday night — and city officials say they are ready for the possibility of a real Godzilla attacks on New York.

"Looking at this, we'd be thinking, 'What would a Godzilla attack do?'" says Office of Emergency Management Commissioner Joseph Bruno. "Clearly it would cause fire, explosions, casualties, damage, debris, bridges and tunnels being out. Roads being out, power issues and some slime. Those are issues that we do deal with — except for the slime."

In the latest "Godzilla," the gargantuan, ill-tempered 350-foot lizard stomps his way through Honolulu and San Francisco, destroying most of those cities' downtowns.

Of course, on-screen New York survived Godzilla's last invasion — the 1998 big-budget remake — and has actually tightened the ring of steel that would help us survive an attack of a 100-ton monster that isn't just a figment of Hollywood's radioactive imagination.

Since 9/11 and Hurricanes Irene and Sandy, New York has developed protocols that will be followed during inevitable cataclysms, whether caused by a giant ape, alien invaders, a natural disaster or the current threat of a giant, mutated lizard.

The five-year-old Notify NYC system, which send text alerts hundreds of thousands of residents, would be crucial to evacuating such a densely populated city to safe areas ... like the Bronx.

"In the event of a Godzilla attack, we'd be looking at area evacuations," says Bruno.

*Continued on next page*

### THE GODZILLA EMERGENCY STEPS

HERE'S WHAT the city would do in the event of a hypothetical Godzilla attack.

- ▶ Alert New Yorkers via Notify NYC.
- ▶ Evacuate coastal neighborhoods.
- ▶ Open shelters in parts of the Bronx, upper Manhattan and Queens, away from the monster's expected path.
- ▶ Ask Gov. Cuomo to call up the National Guard.
- ▶ In the aftermath, the city's Office of Emergency Management would remove debris and search for survivors.

Ethan Sacks

**Notify NYC**

"Godzilla" is ready to give humans another licking, arriving in theaters Friday.

# + What is a crisis?





# + Or this?



# + Crisis triage

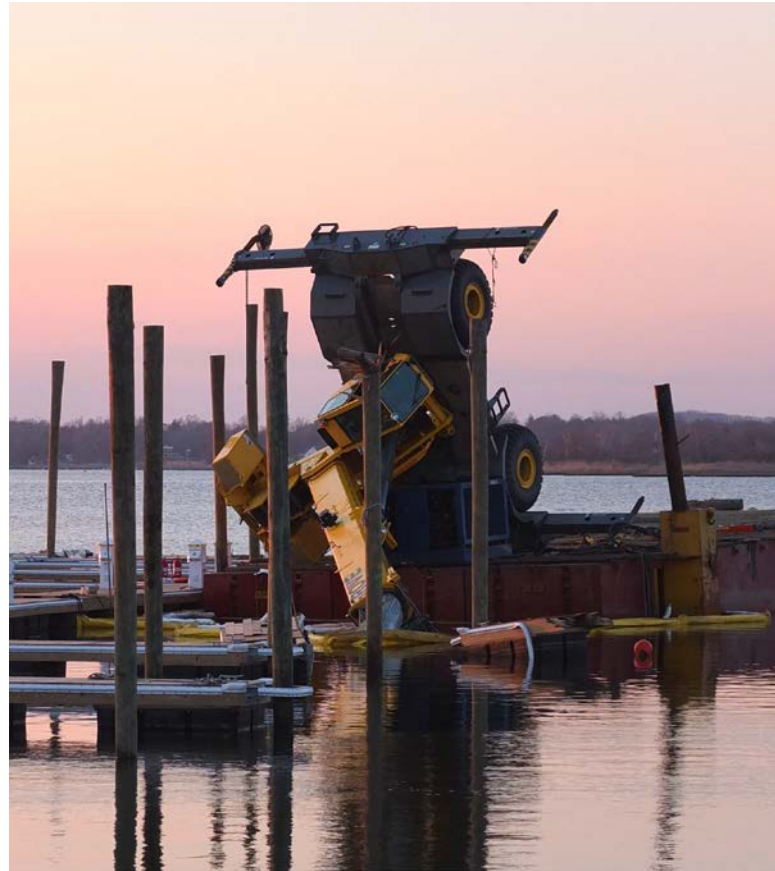
- Immediately size up the crisis.
- How big?
- How critical?
- How big can it get?





# + Immediate attack

- Say something – acknowledge something has occurred.
- Refine the message – clear up as the event unfolds.
- Platform strategy – Twitter, Facebook, press releases.



# + Direct to the media



  Followed by Deadline Hollywood and 2 others  
**NY Red Cross** @redcrossny · 24 May 2013  
Volunteers headed to Oklahoma for **tornado** response. Media avail: 9-10am at **Red Cross, 520 W 49th St Manhattan**

[Collapse](#)      [Reply](#)   [Retweet](#)   [Favorite](#)   [More](#)

RETWEETS	FAVORITE
5	1





# @FtHood



**Fort Hood** @forthood · Apr 2

All personnel on post are asked to shelter in place.

Collapse

Reply Retweet Favorite More

RETWEETS

3,454

FAVORITES

758



5:01 PM - 2 Apr 2014 · Details

# + Fort Hood Facebook



III Corps and Fort Hood

April 2 ✱

## Shooting incident at Fort Hood

UPDATE: Fort Hood's Directorate of Emergency Services has an initial report that a shooter is dead but this is unconfirmed.

The injured personnel are being transported to Carl R. Darnall Medical Center and other local hospitals.

Numerous law enforcement agencies are in support and on the scene. The number of injured are not confirmed at this time. No further details are known at this time. There has been a shooting at Fort Hood and injuries are reported. Emergency crews are on the scene. No further details are known at this time. As further details are available, they will be released through [FortHoodPressCenter.com](http://FortHoodPressCenter.com).

# + @LancashireFRS



**Lancashire Fire** @LancashireFRS · 2h

**We are aware that our website is currently down. We are sorry for any inconvenience caused and we hope to have it up and running again soon**

[Collapse](#)

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RETWEET

1





# + Develop a core message

- What do people need to know?
- What do they want them to know?
- What message do we need to send?
- How do we want them to behave?



# + Turn Around, Don't Drown



Retweeted 15 times

**Austin Texas** @austintexasgov · 1h

Remember floods break droughts. If water covers the road, **don't** take a chance - **turn around, don't drown!** [atxfloods.com](http://atxfloods.com)

[Collapse](#)

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RETWEETS

**15**

FAVORITES

**6**



11:41 AM - 26 May 2014 · [Details](#)

# + @VolunteerIowa



**Volunteer Iowa** @VolunteerIowa · Apr 29

Individuals wanting to help can click on the “Find a Volunteer Opportunity Now” link @ [volunteerIowa.org](http://volunteerIowa.org). Please **do not self deploy**.

[Collapse](#)

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RETWEET

**1**



3:20 PM - 29 Apr 2014 · [Details](#)

# + @Boston\_EMS



**Boston EMS**  
@BOSTON\_EMS

We urge everyone to comply with authorities, to shelter in place and not go near active scenes until further notice.

4/19/13, 8:08 AM

34 RETWEETS 4 FAVORITES



**Lego Paramedic** @murphquake

43m

@BOSTON\_EMS is the entire city an "active scene" as some are reporting?



**Alison** @Musicalcatlover

39m

@BOSTON\_EMS be careful & stay safe. Prayers from UK for you guys & all those affected.

# + Create messages - templates



- Create pre-planned messages for before and after the event

- While it's too early to know the full impact of the storm, it's never a bad time to make sure you are prepared.





# @MDMEMA



**MDMEMA** ✓  
@MDMEMA



Following

Several water rescues around Maryland today. Please practice safe boating and swim only in designated locations.

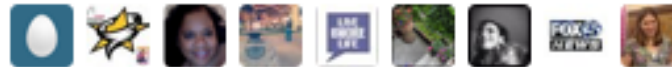
↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS

18

FAVORITES

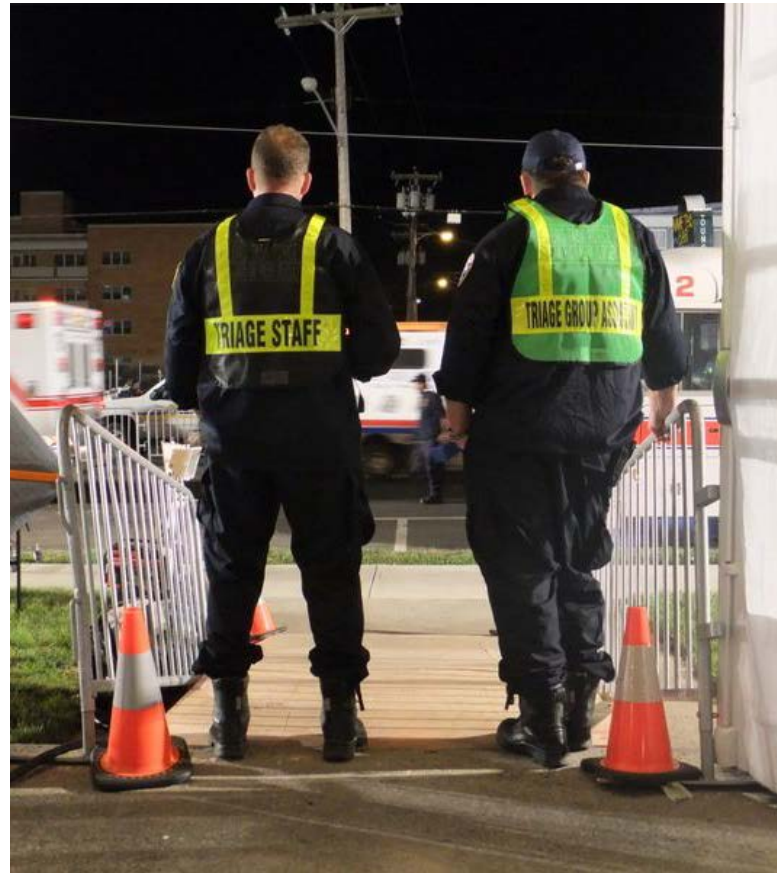
2



3:53 PM - 25 May 2014

# + An EMS approach.....

- Preparation - Plan
- Scene Size-up – What?
- Triage – How bad?
- Treatment – Do what?
- Transport - Deliver
- Reevaluate – Is it working?
- Document – Keep track



# + Scene size up


- What do we have?
- What are the risks?
- Are we safe?
- What's the mission?



# + @Fema



FEMA **#Alabama** residents- follow updates from trusted emergency accts & state agencies at this list: [twitter.com/femaregion4/li...](https://twitter.com/femaregion4/li...) **#alwx**

  41  7 

 **FEMA** @fema · Apr 29

FEMA **Mississippi** residents- follow updates from trusted emergency accts & state agencies at this list: [twitter.com/femaregion4/li...](https://twitter.com/femaregion4/li...) **#mswx**

  38  7 

# + Snohomish County



**Snohomish County** @snocounty · Mar 22

Huge landslide on SR 530 at mp 37-38. Fire/rescue on scene. @SnoCo\_DEM coordinating. Please avoid area. Follow us here for updates #530slide

[Collapse](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS

30

FAVORITES

6





# + Take control of the hashtag



**Snohomish County** @snocounty · Mar 22

We're sharing info about the slide on SR 530 with the hash tag #530slide. We'd love to track your info so please use the tag.

[Collapse](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS

12

FAVORITES

2



# + Treatment

- Launch initial messages
- Use preplanned messages
- Avoid silence
- Keep information flowing
- Direct help to those who need it



# + Breaking news



**PGPDNEWS** ✓  
@PGPDNews



Following

We are responding for a serious ax near Pennsylvania Ave/Walters Ln. Initial reports indicate one of our officers is involved/injured.  
NFD

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS  
**29**

FAVORITES  
**3**



8:21 AM - 22 May 2014

# + Incident follow up



**PGPDNEWS** ✓  
@PGPDNews



Following

Media staging area - Pennsylvania Ave & Walters Lane. In parking lot w/McDonalds. We will brief as soon as possible.

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEET

1

FAVORITE

1



9:05 AM - 22 May 2014

# + Tweet with a link



**PGPDNEWS** ✓  
@PGPDNews



Following

PGPD patrol officer seriously injured while on traffic stop. [tinyurl.com/pa6t6yl](http://tinyurl.com/pa6t6yl)

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS  
**8**

FAVORITES  
**2**



12:48 PM - 22 May 2014

# + @Boston\_Police



**Boston Police Dept.** 

@Boston\_Police

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

4/15/13, 3:39 PM

448 RETWEETS 49 FAVORITES



# + Talk to The Patient

- The public, constituents are your “patient”
- Rumors start when there’s no information
- What do they need to hear?
- What do they want to hear?
- Consistent, honest, timely
- Where can I help?
- How can I help?





+ @Boston\_Police



**Boston Police Dept.** ✓

@Boston\_Police

**CAPTURED!!!** The hunt is over. The search is done. The terror is over. And justice has won. Suspect in custody.

4/19/13, 8:58 PM

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# + Test your interventions

- What has worked?
- What hasn't worked?
- Are we reaching people?
- Are rumors starting?



# + Monitor, monitor, monitor - react

- Red Cross monitoring center
- NASCAR
- Every OEM
- Every Organization should have one
- Volunteers



# + Social media trickery & mistakes



# + Triage every negative response

- Who is making the comment?
- How many followers?
- Is it gaining traction?
- Can you enlist others to help?
- Must you respond?
- Do not engage in social bickering.





# + Dealing with bad or negative info



The image shows a screenshot of a tweet from the official Boston Police Department account (@Boston\_Police). The tweet is a warning about not broadcasting tactical positions of homes being searched. It has 7,137 retweets and 330 favorites. Below the tweet are two replies: one from Meredith Frost (@MeredithFrost) and one from Jules Mattsson (@julesmattsson), both retweeting the original message.

 **Boston Police Dept.**   
@Boston\_Police

**#MediaAlert:** WARNING: Do Not Compromise Officer Safety by Broadcasting Tactical Positions of Homes Being Searched.

4/19/13, 8:52 AM

7,137 RETWEETS 330 FAVORITES

 **Meredith Frost** @MeredithFrost   
RT "@Boston\_Police: #MediaAlert: WARNING: Do Not Compromise Officer Safety by Broadcasting Tactical Positions of Homes Being Searched."

 **Jules Mattsson** @julesmattsson   
Aimed at media RT @Boston\_Police WARNING: Do Not Compromise Officer Safety by Broadcasting Tactical Positions of Homes Being Searched

# + @SnoCounty



**Snohomish County** @snocounty · Mar 25

To correct @KING5Seattle story: We ARE NOT asking volunteers to come to Darrington to help with #530slide search. Do not continue to share

[Collapse](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS

34

FAVORITES

10



12:04 AM - 25 Mar 2014 · [Details](#)



# + #530Slide



Retweeted by Snohomish County



**FEMA Region 10** @femaregion10 · May 14

#530Slide FACT: FEMA doesn't take donations; disaster assistance comes from fed. taxes. Click [fema.gov/disaster/4168/...](https://www.fema.gov/disaster/4168/) for more #FACTvsFICTION

Expand

Reply Retweet Favorite More

# + Be transparent - document



**FEMA** @fema · May 13

Disaster Survivor Assistance Teams are going door-to-door in #Florida ensuring residents have applied w/ @FEMA



33

17



[View more photos](#)

# + Flickr

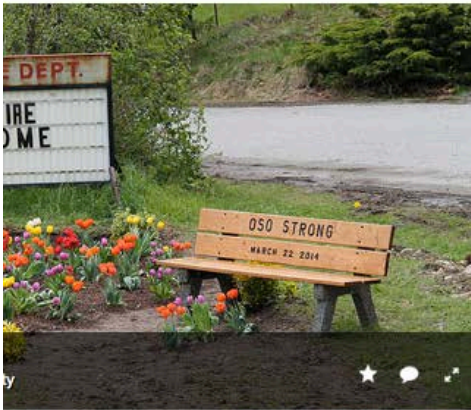
Sign Up Explore Upload

## 530 Slide

Snohomish County  
Images of the 530 slide

121 Photos 2 Videos

View all albums Photos





**YouTube**

**Medical Ambulance Bus Departing**  
by ahfirstaid

0:10 / 0:30

ahfirstaid · 16 videos  4

597 views  1  0

**Uploads from ahfirstaid's channel**  
by ahfirstaid

- 1 **Medical Ambulance Bus Departing** by ahfirstaid
- 2 **Medevac Landing** by ahfirstaid
- 3 **Atlantic Highlands Medevac Takeoff** by ahfirstaid
- 4 **Polaris on the Hudson Trail** by ahfirstaid
- 5 **Danskin Triathlon Sandy Hook** by ahfirstaid

**Baywatch.S05E03.Aftershock**  
by MegaLyrics2012  
72,516   42:29

**Danskin Triathlon Sandv Hook**



# + Mistakes?



**NYPD NEWS** @NYPDnews · 2h

Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD. It may be featured on our Facebook. [pic.twitter.com/mE2c3oSmm6](https://pic.twitter.com/mE2c3oSmm6)



# + Oh no



**Boz** @purrenergy · Apr 24

**#myNYPD** providing free chiropractic services for homeless

[pic.twitter.com/9lki2XakMX](https://pic.twitter.com/9lki2XakMX)

What's wrong w this pic?

All the people standing still.



# + Plan of attack



- Create a team
- Create the messages
- Test the system
- Get inspired by what others do
- Learn from others' mistakes
- Experiment



# + Questions



- Richardmhuff@gmail.com
- [www.facebook.com/richardmhuff](http://www.facebook.com/richardmhuff)
- @richmhuff