

Using Snapchat as an Emergency Communication Tool

1. Meet with your emergency response team to coordinate possible messages. Have a plan for foreseeable disasters, like a hurricane or severe weather, and have a plan for immediate threats, such as an active shooter situation.
2. Once you know what your messages should look like and have confirmed that all other emergency responders have agreed on the message, print a summarized version of each possible message. Also print a page with the message to announce when a threat has passed.
3. Keep a set of these printed messages at your office, home and in your vehicle.
4. Upon learning of an emergency situation, take a photo of the printed message and add it to your MyStory. If you have a manageable number of followers, you should also send each the message individually. If you have thousands of followers, consider your options, as it may not be efficient to select each recipient individually (by the time you do, the threat may have passed).
5. Handle feedback the same way you would treat feedback from other social media sites. Prepare yourself with a set of anticipated questions, and a list of responsive people to contact for answers. If you receive feedback via Snapchat, you may respond in like form, but don't hesitate to tell users where to find more information (website, inbox, etc.), since Snapchat is very limiting for complex communication.
6. Be sure to screenshot any outgoing messages so you can display them later then your team analyzes how the emergency was handled.