

# Case Study: USACE Use of Social Media for the Great Flood of 2011

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# Water, Water Everywhere ...

- More than 600% of average rainfall in a two-week period ([in all the wrong places](#))
- Most water the nation has had in the Mississippi River and Tributaries watershed in history
- Mississippi River is breaking records at many points, with levels not seen since 1927
- More than 4 million people live or work in the affected areas



# What are We to Do?

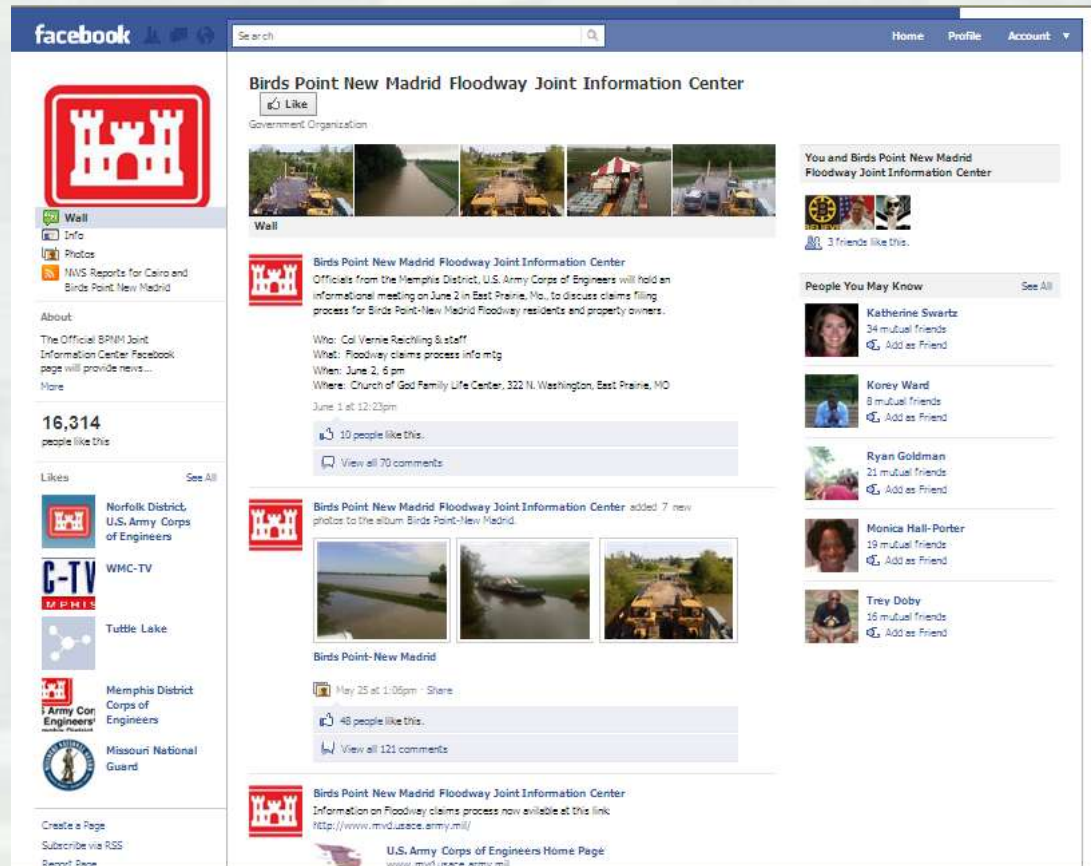
Collaborate  
**REPEAT**  
Communicate  
Evaluate



# Collaborate, Communicate

## Birds Point New Madrid Floodway Joint Information Center

- Established April 30
- 16,340 fans within the first week
- Timely photos, videos, updates
- Answered questions by citizens affected by the New Madrid levee
- Stood up Operation Watershed FB Page on May 6 (9,300 fans)



The screenshot shows the Facebook profile of the "Birds Point New Madrid Floodway Joint Information Center". The page is a "Government Organization" and has 16,314 likes. The cover photo features a collage of five images showing floodway operations. The main post is a text update from the center, dated June 1 at 12:23pm, stating that officials from the Memphis District, U.S. Army Corps of Engineers will hold an informational meeting on June 2 in East Prairie, MO. The post has 10 likes and 70 comments. Below this, there is a photo album titled "Birds Point-New Madrid" with 7 photos, shared on May 25 at 1:05pm, with 48 likes and 121 comments. A link to a website for floodway claims process is also visible.



# And Repeat ...

- Headquarters captured all Joint Information Center, Division and District updates
- Reposted updates via HQ Facebook, Flickr, and Twitter accounts in order to reach a larger audience.
- Headquarters also captured and posted updates from FEMA, The National Weather Service, and the National Guard.



# Evaluate

- On average, a Facebook Page has 4,596 fans.
- Four percent of pages have more than 10,000 fans, 0.76% of pages have more than 100,000 fans, and 0.05% of pages have more than a million fans.
- Michael Jackson is the most popular page on Facebook, with 10 million fans
- 16,340 fans within the first week on Birds Point Page
- 9,300 fans on Operation Watershed Page



# Evaluate

- Some 53% of YouTube's videos have fewer than 500 views.
- About 30% have less than 100 views.
- Meanwhile, just 0.33% have more than 1 million views
- **3,558 views of the Operation Watershed Video**
- 29% of tweets actually produce a reaction - that is, a reply or a retweet.
- Just 6% of all tweets are retweeted. Virtually all retweets happen within the first hour after the original tweet.
- **468 USACE tweets regarding flooding, 17 retweets—  
3.6%**





# Coverage

The screenshot shows the FOX 8 News website interface. At the top left is the FOX 8 logo with 'LIVE.COM' underneath. To the right is a banner for 'FOX 8 News at Noon Weekdays' with the slogan 'YOUR WEATHER AUTHORITY'. Below the banner is a search bar with 'Search This Site' and a 'Go' button. To the right of the search bar are social media icons for 'Like' and a follower count of '22,163'. A navigation menu includes links for Home, News, Weather, Sports, Business, Lifestyle, Entertainment, Videos, Traffic, Links, and Chr. Below this is a secondary menu with links for About Us, News Team, Sales Team, Production, Contact Us, TV Listings, Contests, and Water Cooler. A large advertisement banner for 'A-1 APPLIANCE & ELECTRONICS' is visible, featuring a '50% off Scratch and Dent' promotion and a 'V.I.P. FOX 8' logo. The main content area features a news article titled 'Army Corps uses social media to spread flood news'. The article is reported by John Snell, Anchor, with contact information 'Email: jsnell@fox8tv.net' and a 'Last Update: 5/07 8:32 pm'. Below the article title is a 'Recommend' button with a Facebook icon and the text '15 people recommend this. Be the first of y'. There is also a 'Tweet' button showing '0' tweets. At the bottom of the article are 'Print Story' and 'Share' buttons. On the left side of the page is a 'News' sidebar with a list of categories: Lee Zurik, Fox 8 Investigates, FOX 8 Defenders, Fox 8 Morning News, Local News, State News, and National News. In the bottom right corner, there is a red castle logo and the text 'BUILDING STRONG®'.

**FOX 8** News at Noon Weekdays  
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**News**

- Lee Zurik
- Fox 8 Investigates
- FOX 8 Defenders
- Fox 8 Morning News
- Local News
- State News
- National News

## Army Corps uses social media to spread flood news

Reported by: John Snell, Anchor  
Email: [jsnell@fox8tv.net](mailto:jsnell@fox8tv.net)  
Last Update: 5/07 8:32 pm

15 people recommend this. Be the first of y

0

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# Lessons Learned

- Collectively come up with *one* fan page for the entire mission or rely on the *existing* Division and/or District fan pages
- Remember rules for release of information
- Place information on agency's public websites...




# Contact Information

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