
effectively using social media for rapid response

Linda Zimmer
February 21, 2013



Photo courtesy of H&K Strategies Flight School

marcom:
interactive

Assemblages
are the post-
modern story.





Field of Vision



Field of Visibility

Our “field of vision” is what we can see from our vantage point. But I ask you to consider with me the difference between that and your “field of visibility” – that is, who can see you.

The diagram features a central globe-like structure composed of overlapping, semi-transparent shapes in shades of teal and green. Surrounding this central structure are various media and technology labels:

- TELEVISION** (top)
- SOCIAL NETWORKS** (top right)
- MOBILE PHONE** (right)
- MOBILE** (right)
- BLUETOOTH** (right)
- DIGITAL CAMERA** (bottom right)
- SATELLITE RADIO** (bottom right)
- BLOG** (bottom right)
- RADIO** (bottom)
- RSS** (bottom left)
- EMAIL** (bottom left)
- WEB** (left)
- PRINT MEDIA** (left)
- FOLKSONOMIES** (top left)

At the bottom right of the diagram, there is a copyright notice: **© copyright MarcomInteractive, 2013**.

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media
field
of vision?

marcom interactive

Assemblages for visibility

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Being visible



Marc La Vorgna @marclavorgna

Oct 31

NOT CORRECT RT @NewYorkPost: BREAKING Bloomberg to ban passenger cars from entering Manhattan nyp.st/T7nMF9

Expand

Being visible is currency.



The fact we are visible has impact. These are not just a channels or a tactic. Our visibility – and the extent to which we are visible can influence outcomes. Visibility is a modern day “currency.”

Being visible is currency.



Parody Account



BP Account

A parody BP PR account established immediately after the spill has more followers to this day than BP's actual account – in spite of the difference in volume of tweets.

Being visible can save lives.

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Superstorm Sandy: NYC

This map is no longer being actively updated (Jan. 17, 2013).

Sandy was a major storm that caused extensive flooding, physical damage, power and transportation outages, and fatalities in NY and much of the US East coast.

- Latest alerts, NYC Emergency Mgmt
- City of New York on Twitter
- NYC Emergency Mgmt on Facebook
- WNYC Transit Tracker
- NYC gov information including volunteering and school status

How are you using this map? Tell us.
Reset to default view

Shelters and recovery centers

Legend

- NYC food distribution points
- Red Cross shelters
- NYC evacuation centers
- FEMA disaster recovery centers

Red Cross shelters

NYC evacuation centers

FEMA Disaster Recovery Centers

Zoom to area - Download KML
A Disaster Recovery Center is information about FEMA or other assistance programs. [Learn More](#)
FEMA

Volunteer Opportunities

Zoom to area - View data

Legend

- Main Distribution Hub
- Drop-off Only
- Volunteer + Drop-off
- Misc
- Food
- Uncategorized

Source: Occupy Sandy Recovery

©2013 Google - Map data ©2013 Google - Terms of Use

Google Crisis Response - How are you using this map? Tell us - Help

And in a disaster situation our visibility augments resources and gives us tools we wouldn't otherwise have.

Making critical information more accessible in times of disaster

When disaster strikes, people turn to the internet for information. We help ensure the right information is there in these times of need by building tools to collect and share emergency information, and by supporting first responders in using technology to help improve and save lives.

Photo courtesy of Bill & Melinda Gates Foundation*



Response Efforts

We have been responding to natural disasters since Hurricane Katrina in 2005 by making information such as storm paths, shelter locations, emergency numbers, and donation opportunities easily accessible. Learn about our past responses.

Tools for Responders

First responders can use technology to streamline internal operations and get information to the public as quickly, broadly, and effectively as possible. We've published some solutions to help responders achieve these goals.

Work with Us

We partner with government agencies, NGOs and commercial organizations. If you are an organization that publishes authoritative emergency information, let us know who you are by completing this form today.

<http://www.google.org/crisisresponse/>



Maryland EMA has begun using Pinterest to help people with emergency preparedness.

if only we're so lucky...

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Your cellphone rings – it's a reporter from the local paper



A local blogger tweets about the incident



Breaking news hits the wire



Word spreads across Facebook and Twitter



1st story published



You're up

CHRISTIAN FALLER

THE EPICENTERS OF SOCIAL MEDIA CRISES

Website: www.christianfaller.de

marcom:
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CHANNELS WHERE CRISES ORIGINATE

Origins of crises 2007-2011*



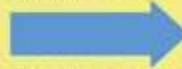
Twitter Others Youtube Blogs Facebook

Origins of crises 2011



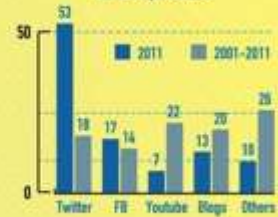
Twitter Others Youtube Blogs Facebook

There is a fundamental shift in the distribution of channels towards (a) Twitter and (b) Facebook



While Facebook grew by only 3%, it is now nevertheless the second biggest source of social media crises. Twitter, on the other hand, almost tripled its share, growing to an enormous influence in the social media landscape.

Shift in the distribution of Crisis Epicenters*



The modern day truth is we may not even see it coming – unless we're using available "fields of visibility."

3 principles for social media rapid response



Image courtesy of IBM, Strategies First School

**establish your visibility channels
now
promote, promote, promote
use the conversation**

“Twitter makes it possible for a public official to create a round-the-clock press conference, simultaneously informing their staff, the public and the press.”

—Andrew Rasiel, Personal Democracy Forum

Official YouTube Channel
THE STATE OF NEW JERSEY
GOVERNOR CHRIS CHRISTIE

6,499 subscribers | 6,984,348 video views

Featured | Browse videos

Uploads | Playlists | Feed | Comments | View -

Acting Governor Guadagno: We... 163 views · 4 days ago

Acting Governor Guadagno: ST... 134 views · 5 days ago

Acting Governor Guadagno: Ja... 432 views · 1 week ago

Governor Christie: Sandy Fund... 584 views · 1 week ago

Governor Christie Gives Updat... 2,600 views · 1 week ago

H&D Secretary Donovan On Ga... 1,134 views · 1 week ago

About Governor Christie
Official YouTube Channel of the 58th Governor of New Jersey, husband and proud father of four. Working to bring real reform to the Garden State.

nj.gov/governor

by GovChristie
Date Joined Feb 2, 2010
Country United States

Clarity

establish your visibility channels now

promote, promote, promote

use the conversation

Gov Christie's YOUTUBE Channel



City of Carlsbad Newsroom
News Updates
Video Library
City TV
Images
Contact Us

Home > About Carlsbad > City of Carlsbad Newsroom

City of Carlsbad Newsroom

E-news

Sign up for news by email

Search

Search Newsroom... Go

Hot Topics

- Open space
- Alan Morse Community Park
- Seawater desalination
- Growth and development
- Proposed power plant
- City finances
- Envision Carlsbad
- School busland

City Links

- Community Services Guide
- Parks & Recreation
- Library
- Police
- Arts
- Events
- Construction/Build

Featured Story



Register now for spring break Sun!

Do your kids need something fun to do this spring break? The City of Carlsbad has got it covered with a variety of sports and adventure camps, all running April 1 through 5. Young children (ages 4 to 6) will learn and explore soccer,...

Categories:

Featured Videos



Help Shape the Future of City Parks and Recreation Programs

The Parks & Recreation Department is developing an updated plan for future



Trail Talk - La Costa Glen

Let volunteer trail captains Tricia & Ed Canda take you on a tour of the city's La Costa Glen Trail, located in the southern

Follow the City



Like 17.5k

About Social Media



Help us plan the future of Carlsbad parks and rec all night this Tues and Wed help us: [surveys](#)
February 18, 2013

Reminder, city offices closed today, but normal trash schedule this week.
February 18, 2013

Want to learn about composting? Come to the



establish your channels now
promote, promote, promote
use the conversation



Governor Christie @GovChristie
We are prepping all major roadways as best we can. W
3000 trucks out salting the roads. #Nemo
Expand



Governor Christie @GovChristie Feb 8
This is a complex storm. This evenings drive will be treacherous.
#Nemo
Expand



Governor Christie @GovChristie Feb 8
My press conference is now scheduled for 3:30pm. You can watch it
live here: bit.ly/IBaNPw
View summary



Governor Christie @GovChristie Feb 8
Make sure to follow @NJDEM2010 & @NJSP for the latest updates
from the Office of Emergency Management & the State Police on
#Nemo
Expand



Port Authority NY&NJ @PANYNJ Feb 8
Snow removal equipment is lined up and ready to roll at LaGuardia
Airport. ow.ly/V1uAWB
Retweeted by Governor Christie
View photo



Official Twitter Account
THE STATE OF NEW JERSEY
GOVERNOR CHRIS CHRISTIE
www.nj.gov/governor #NJATTORNY

establish your channels now
promote, promote, promote
Use the conversation



SB District Attorney

@sbcountyda



Follow

The sheriff has asked all members of the press to stop tweeting immediately. It is hindering officer safety. #Dorner

Reply Retweet Favorite Storify More

310

RETWEETS

21

FAVORITES



4:58 PM - 12 Feb 13



when we're not prepared

Clarity



Kai Ryssdal @kairyssdal

Feb 12

But TV is okay? MT @AnnieLowrey: Wow. RT @sbcountyda Sheriff has asked media to stop tweeting. It is hindering officer safety. #Dorner

Expand

stories get created around us

<http://www.scpr.org/news/2013/02/12/35924/dorner-manhunt-san-bernardino-sheriff-s-asks-media/>

<http://storify.com/kpcc/san-bernardino-sherriff-s-department-asks-media-to>

Storify by @93.1 KPCC 6 days ago

San Bernardino Sheriff's Department asks media to stop tweeting, the response

In the midst of the flurry of news activity Tuesday afternoon came a request from the San Bernardino District Attorney's office: please stop tweeting. "Big Bear," "SWAT team" and "cabin" had made it to the top of Twitter's national trending list as public interest in the case increased.

It was an unprecedented request from law enforcement in Southern California, who had already asked helicopters to back off.

SB District Attorney @dcourtyla
 The sheriff has asked all members of the press to stop tweeting immediately. It is hindering officer safety. #Dorner
 5 DAYS AGO · PERMALINK · REPLY · RETWEET · FAVORITE

Sometime after 5 p.m., the tweet, and request, was deleted.

After posting regularly, the Press-Enterprise stopped tweeting about the manhunt.

The Press-Enterprise @PEcom_news
 Law enforcement officials have asked the media to stop tweeting about the #Dorner case, fearing officer safety. We are complying.

kpcc 65.3 KPCC
 Conversation and news from KPCC: the public media news source for So. California. Delivering news, information & entertainment that reflects life in our region.
 Follow

76 STORIES	70 FOLLOWERS
21 FOLLOWING	

Total views: 10,483
 storify.com: 10,033
 kpcc.org: 450

RELATED STORIES

- Social media support for suspect Christopher Dorner**
 BY LISABRENNER · 20 DAYS AGO · 44,336 views
- Occupy protesters take to the streets**
 BY JASON_W_WHITE · A YEAR AGO · 340,754 views · 2 likes
- 2012: URBACT Annual Conference**
 BY URBACT · 3 MONTHS AGO · 232,577 views

Clarity

"the story" is the assembled story.

We can't forget that the "assembled" story is also "the story."

<http://storify.com/kpcc/san-bernardino-sherriff-s-department-asks-media-to>

3 principles for social media rapid response



Image courtesy of IBM Strategies High School



Who are your “clans?”

Who are your “clans?”



General Public



Local Communities



Public officials



The Media



Regulators



Employees



Partners



Non-governmental
Organizations



Find, Follow, Foster

Connection

Find,
Follow,
Foster

OhMyGov TRACKING THE INFLUENCE OF THE NATION'S MOST INFLUENTIAL GOVERNMENT AGENCIES AND LEADERSHIP

Environmental Protection Agency Region 2

33rd MEDIA POWER RANK | 7,496 Followers | 2,418 Tweets | 1,024 Fans | 8 Mentions

Media Power Rank (204 peers) Gov Agencies - Small

Rank	Agency
1	U.S. Stress Surge
32	Federal Reserve Bank of Richmond
33	Environmental Protection Agency Region 2
34	J. William Fulbright Foreign Scholarship Board
35	National Technical Information Service (NTIS)

Social Media Fans (7 days)

Line chart showing Social media fans for EPA Region 2 (blue) and Gov Agencies - Small average (red) from 2014 to 2016. EPA Region 2 shows a steady increase in fans over the period.

Latest News

- 1. @EPAwater Environmental Protection Agency (EPA) (Large)
- 2. mynghDpewkup

Top Tweets

- 6. @mcpv
- 7. @mcpv10

Engaged By

- 11. @jdwkins
- 12. @hazwper45

Profile Information:
Mission: Serving the Jersey, New York, Puerto Rico, the U.S. Virgin Islands and other U.S. territories.
Address: 280 Broadway New York NY 10007
Phone: 973-201-2575
Peer Group: Gov Agencies - Small, U.S. EPA

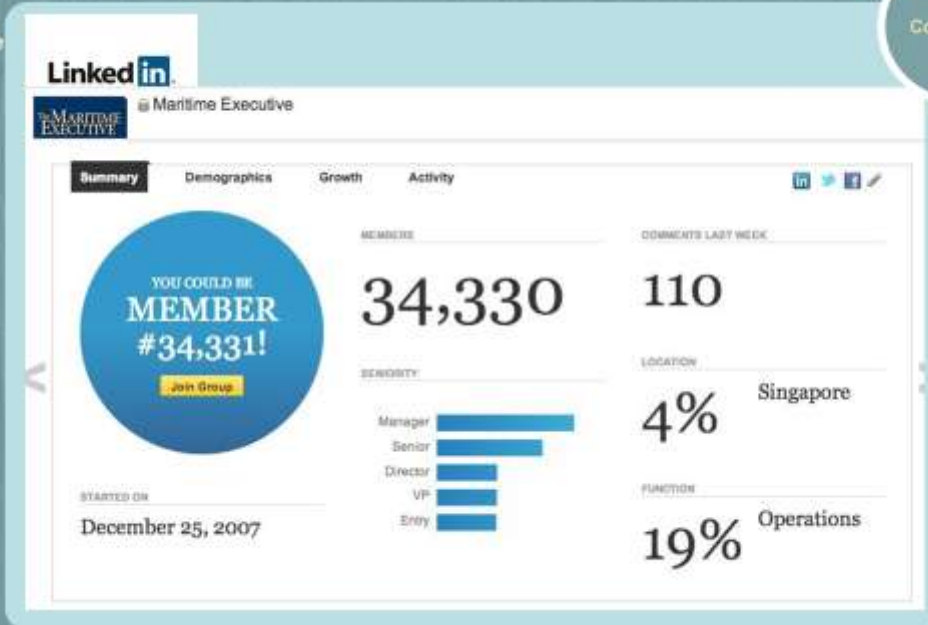
<http://www.govloop.com/page/government-social-media-leader>



Twitter Lists & Facebook Likes

Find,
Follow,
Foster

Connection



LinkedIn groups contain your stakeholders too.

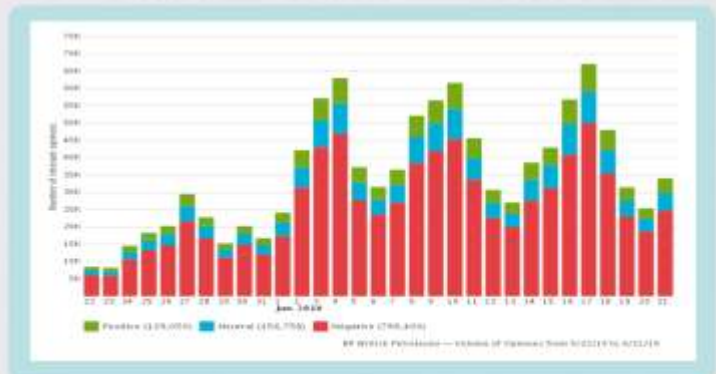
3 principles for social media rapid response



Image courtesy of IBM Strategies High School

“you never want a serious crisis to go to waste.”
--Rahm Emanuel

When crisis hits, there is no time to establish processes, procedures, or protocols



- Monitor the landscape
- Acknowledge where first became visible then other channels
- Have a hub
- Open a channel
- Enlist your clan
- Document



- Monitor the landscape
- Acknowledge where first became visible then other channels
- **Have a hub**
- Open a channel
- Enlist your clan
- Document



Conversion

- Monitor the landscape
- Acknowledge where first became visible then other channels.
- Have a hub
- Open a channel
- Enlist your clan
- Document



Image courtesy of Jay Baer

Post has since been removed from FB

- Monitor the landscape
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- Open a channel
- **Enlist your clan**
- Document

Please ReTweet Gets 4x More ReTweets



Source: Dan Zarella of Hubspot

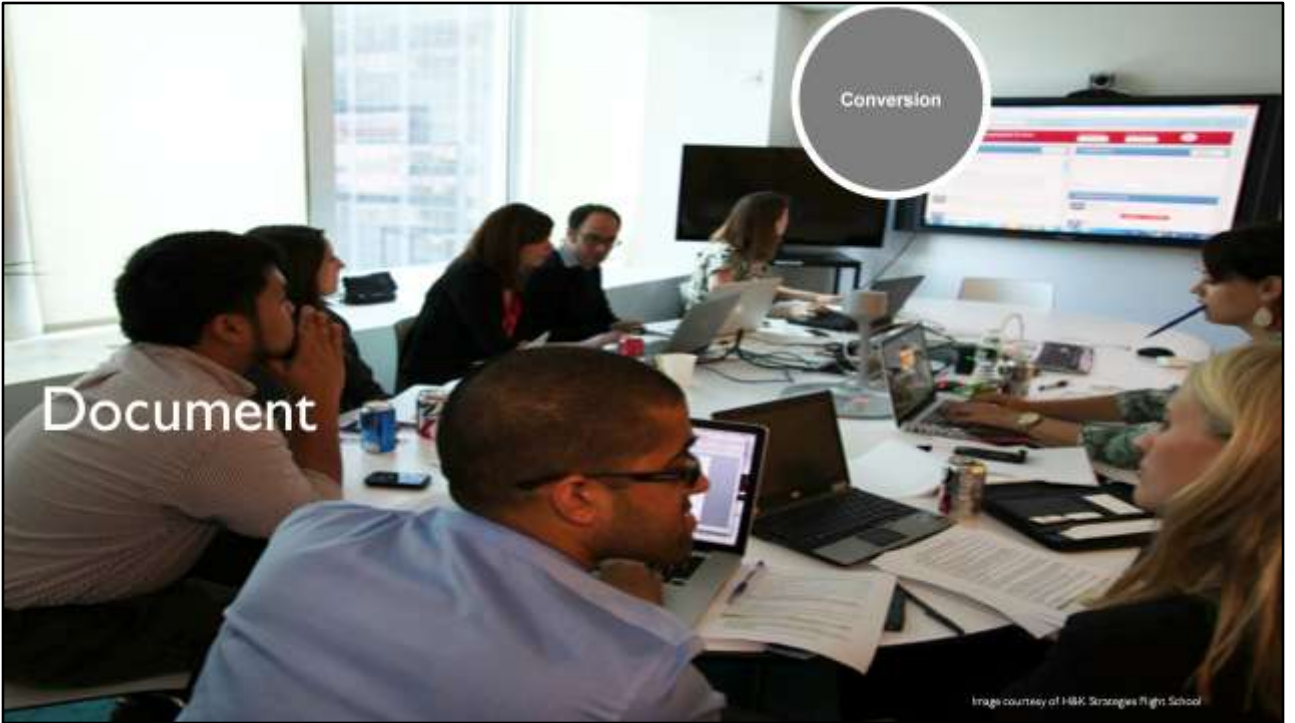


Image courtesy of IBM Strategic Flight School

Resources

Google Disaster Response
Epicenters of Social Media Crisis
YouTube for Government 101
Government on Facebook
Twitter Government @gov
GovTwit
Oh My Gov
GovLoop
H&K Strategies Flight School (crisis simulation service)
Social Media Governance (and social media policy database)



<http://www.google.org/crisisresponse/>

http://dl.dropbox.com/u/988143/The_Epicenters_of_Social_Media_Crises_REDUC.pdf

<http://www.youtube.com/government101>

<https://www.facebook.com/government>

<https://twitter.com/gov>

<http://govtwit.com/>

<http://ohmygov.com/>

<http://www.govloop.com/>

<http://www.hkstrategies.com/flightschool>

<http://socialmediagovernance.com/>



Landscape is Destiny

Thank you for having me with you!

Connect with me!

LinkedIn: [linkedin.com/lzimmer](https://www.linkedin.com/lzimmer)
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