effectively using social media for rapid response

Linda Zimmer
February 21, 2013

Photo courtesy of H&K Strategies Flight School
Assemblages are the post-modern story.
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.
media field of vision?
Being visible

Marc La Vorgna @marclavorgna
NOT CORRECT RT @NewYorkPost: BREAKING Bloomberg to ban passenger cars from entering Manhattan nyp.st/T7nMF9
Expand
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.”
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.
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...

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
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
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 Rasiej, Personal Democracy Forum
Gov Christie’s YOUTUBE Channel
establish your channels now
promote, promote, promote
use the conversation
The sheriff has asked all members of the press to stop tweeting immediately. It is hindering officer safety. #Dorner
Kai Ryssdal @kaiyssdal
Feb 12
But TV is okay? MT @AnnieLowrey: Wow. RT @sbcountyda
Sheriff has asked media to stop tweeting. It is hindering officer
safety. #Doran

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
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
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
http://www.govloop.com/page/government-social-media-leader
Twitter Lists & Facebook Likes
LinkedIn groups contain your stakeholders too.
3 principles for social media rapid response

Clarity

Connection

Conversion

Image courtesy of HBX Strategies Right 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
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Image courtesy of Jay Baer
Post has since been removed from FB
• Monitor the landscape
• Acknowledge where first became visible then other channels
• Have a hub
• Open a channel
• Enlist your clan
• Document

Please ReTweet Gets 4x More ReTweets

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Confidence Interval: 90%

Source: Dan Zarella of Hubspot
http://www.google.org/crisisresponse/
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!

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