Governor's Campus Preparedness Conference
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Afternoon Session
Communications and Physical Alerting Tools: Social Media

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What is Social Media?

"A fusion of sociology and technology, transforming monologues (one to many) into dialogues (many to many)…in essence, the democratization of information."

- Wikipedia.org

twitter feed

twitter

Agencies now using social media*

*Images used for educational purposes only; not a complete list.

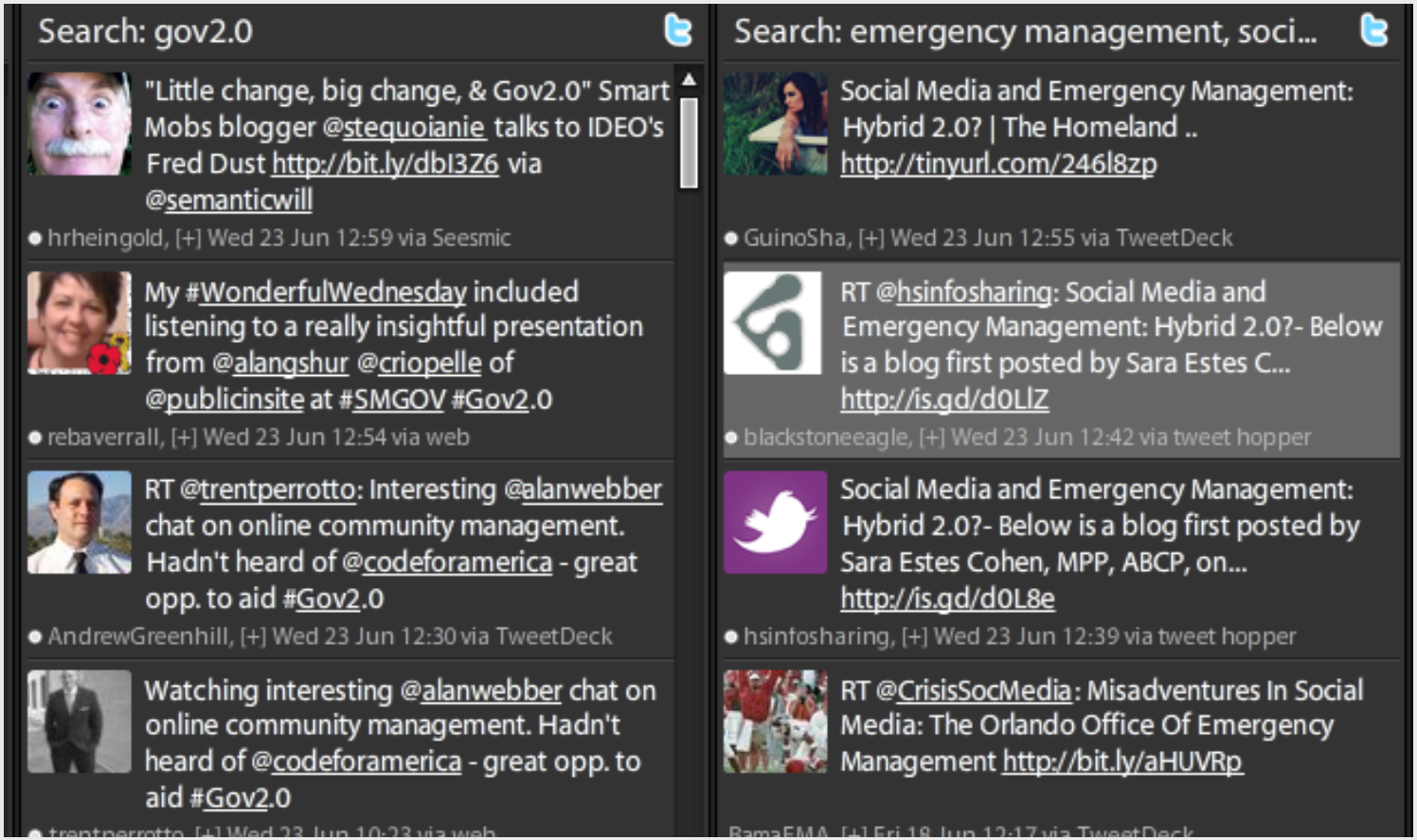
Social Media In Emergencies

- **Mitigation and Preparedness**
  - **Sharing information**
  - **Crowd sourcing/Data Collection**
  - **Identifying threats**

- **Response and Recovery**
  - **Correcting misinformation in real-time**
  - **Issuing alerts, notification, and instructions**
  - **Locating individuals**
  - **Monitoring recovery activities**

WHAT IS A HASHTAG?????

twitter
Today's Twitter TrendCloud
Allah Akbar America Corp Apple AT&T Bank Bebe's Kids Brazil Brussels
Conan Continental Airlines Evil Internet Father's Day Goodnight Green - Imam
H1N1 iPhone iPod #IranElection Kobe MMS Mousavi
Mozilla Shows NASA To Fire New Jersey Newark #nicerfilmtitles OS 3 OS3
PETA Poh President Obama RAIN Sanofi-Aventis U SixSigma
So You Think You Can SYTYCD Tehran #threadless TweetDeck


Search: gov2.0
"Little change, big change, & Gov2.0" Smart Mobs blogger @stequoianie talks to IDEO's Fred Dust http://bit.ly/dbI3Z6 via @semanticwill
hrheingold, [+] Wed 23 Jun 12:59 via Seesmic
My #WonderfulWednesday included listening to a really insightful presentation from @alangshur @criopelle of @publicinsite at #SMGOV #Gov2.0
rebaverrall, [+] Wed 23 Jun 12:54 via web
RT @trentperrotto: Interesting @alanwebber chat on online community management. Hadn't heard of @codeforamerica - great opp. to aid #Gov2.0
AndrewGreenhill, [+] Wed 23 Jun 12:30 via TweetDeck
Watching interesting @alanwebber chat on online community management. Hadn't heard of @codeforamerica - great opp. to aid #Gov2.0
Search: emergency management, soci...
Social Media and Emergency Management: Hybrid 2.0? | The Homeland .. http://tinyurl.com/246l8zp
GuinoSha, [+] Wed 23 Jun 12:55 via TweetDeck
RT @hsinfosharing: Social Media and Emergency Management: Hybrid 2.0?- Below is a blog first posted by Sara Estes C... http://is.gd/d0LlZ
blackstoneeagle, [+] Wed 23 Jun 12:42 via tweet hopper
Social Media and Emergency Management: Hybrid 2.0?- Below is a blog first posted by Sara Estes Cohen, MPP, ABCP, on... http://is.gd/d0L8e
hsinfosharing, [+] Wed 23 Jun 12:39 via tweet hopper
RT @CrisisSocMedia: Misadventures In Social Media: The Orlando Office Of Emergency Management http://bit.ly/aHUVRp

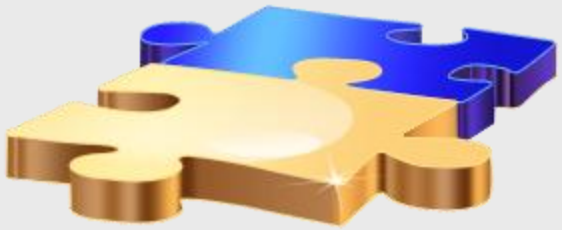
Potential Challenges

- Brand and Image Control
- Misinformation and Rumor Control
- Information Assurance, Communication and Operational Security
- Privacy and Confidentiality
- Technical Support
  - Bandwidth
  - Malicious Attacks
  - Network Monitoring
- Compliance and Enforcement

Strategic Planning:

Identify a best-fit solution

- **Know your audience**
- **Choosing the right tools**
- **Standardization**
- **Security, guidelines, and governance**
- **Safe surfing**
- **Leverage partnerships and resources**



Questions and Discussion

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