Communications, Alerts, and 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 mentioned in 2009

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**

Potential Challenges

- Brand and Image Control
- Misinformation and Rumor Control
- Information Assurance, Communication/Operational Security
- Privacy and Confidentiality
- Technical Support
- Compliance and Enforcement

Questions and Discussion

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