JOINT OECD/IRGC EXPERT WORKSHOP
Risk and Crisis Communication:
Opportunities and Challenges of Social Media

Policy round table
Risk and Crisis Communication and the new social media:
Opportunities for international cooperation

Daniel Stauffacher
President, ICT4Peace Foundation
The Change

• The shift from Government as sole provider or enabler of information for situational awareness and provide help, to a multitude of actors

• The shift from victims to first responders, from powerless to those with the agency to update, demand and bear witness
bearing witness and communicating

Barriers to and financial costs have fallen drastically

Event / Issue
  a priori
  a posteriori

Victims
Witnesses

Citizen media

Mainstream media

International Community

JN system

Government
Power of a single tweet

noeleking Noel King

#Coptic man in downtown #Cairo tells me his life was saved twice tonight - by Muslim friends. More of that, please. #Egypt #Maspero #Copts

5 hours ago

Retweeted 100+ times
Learning, from failure

A blogger whose frank and witty thoughts on Syrian uprising’s policies and, being a child in the country that had to produce an heir of higher status by force and in Damascus.

http://damascusgaygirl.blogspot.com

Jelena Lecić, of London
Information breakdown in crisis situation

New media
- Twitter
- Flickr
- Blogs
- SMS / MMS / Mobiles
- Social networks

Mainstream media
- CNN / BBC / Al Jazeera
- Local / National TV and radio
- Print media (mainstream / regional)
- Alternative print media

Traditional Sources
- Sit reps
- Open Data Open Gov Data
- Humanitarian Information Centres
- Agency databases / email lists
- Personal contacts / relationships
Need for a social media literacy

• Build (new) media literacy to get citizens to ask,
  • Is this story factual?
  • Is it fair?
  • Is it well sourced?
  • Is it informative?
  • Is it insightful?
  • Is it well written?
  • Do you recommend this story?
  • Do you trust this publication?

Social Media and Web Literacy

• When everyone is better informed, government is better able to govern

• When citizens themselves can filter the incorrect, the false, the misleading, the partial, the rumour from fact, government better able to respond
New Tools
Crisis Mapping in Christchurch: damage assessment

Slide to see damage after the quake.
You can also use your mousewheel or spacebar.
New Tools: Crowdsourcing - Learning from Kenya 2007 and Haiti 2010
Learning, from Libya
Learning, from Pakistan
Learning, from Egypt
Massive data analytics

http://tomnod.com

What is Crowdsourcing?
The aggregation of large numbers of incremental contributions from a crowd to achieve a greater goal.

Combining Human and Machine Intelligence for Massive Data Analytics

With the internet revolution human leisure and labor time has largely migrated to the online "virtual" world. At the same time, the world's digital information has exploded in size and complexity, far outstripping the pace of our
Validation of crowd-sourced Information: Ushahidi Swiftriver

SwiftRiver is a platform that helps people make sense of a lot of information in a short amount of time.

In practice, SwiftRiver enables the filtering and verification of real-time data from channels like Twitter, SMS, Email and RSS feeds.

http://www.youtube.com/watch?v=Tb0Gs7vtrgk
Examples of Validation
Submitting a report with Matrix plug-in on Ushahidi Platform: Information Probability and Reliability
International Cooperation: Need for a common Crisis Information Management Strategy (CiMS)
About the Common and Fundamental Operational Datasets

View the tutorial videos for COD/FOD contributors.

What's a C.O.D.? What's an F.O.D?

The Common Operational Datasets (CODs) are critical datasets that are used to support the work of humanitarian actors across multiple sectors. They are considered a de facto standard for the humanitarian community and should represent the best-available datasets for each theme.

The Fundamental Operational Datasets (FODs) are datasets that are relevant to a humanitarian operation, but are more specific to a particular sector or otherwise do not fit into one of the seven COD themes.

Background on the CODs/FODs

The IASC Guidelines on Common Operational Datasets in Disaster Preparedness and Response were developed to help national authorities and humanitarian organizations exchange data thereby improving the effectiveness of humanitarian response. These guidelines outline the common
How to Manage Cooperation between Governments and IO and Volunteer and Technical Community (V & T)?

The ICT4Peace Foundation aims to enhance the performance of the international community in crisis management through the use of ICTs that facilitate improved, effective, and sustained communication between peoples, communities and stakeholders involved in conflict prevention, mediation and peacebuilding through better understanding of and enhanced application of Information Communications Technology (ICT) including media and social media.

ICT4Peace aims to facilitate a holistic, cohesive and collaborative mechanisms directly in line with Paragraph 36 of the World Summit on the Information Society (WSIS) Tunis Declaration (2005):

"36. We value the potential of ICTs to promote peace and to prevent conflict which, inter alia, negatively affects achieving development goals. ICTs can be used for identifying conflict situations through early warning systems preventing conflicts, promoting their peaceful resolution, supporting humanitarian action, including protection of civilians in armed conflicts, facilitating peacekeeping missions, and assisting post-conflict peace-building and reconstruction."

Between peoples, communities and stakeholders involved in crisis management, humanitarian aid and peacebuilding.
Government Engagement with social media

### Benefit, risk and mitigation tables

<table>
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<th>Passive</th>
<th>→</th>
<th>Active</th>
<th>→</th>
<th>Engaged</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monitor</td>
<td>Signpost or support</td>
<td>Respond</td>
<td>Discuss</td>
<td>Debate</td>
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#### Monitor

<table>
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<tr>
<th>Potential activity</th>
<th>Potential objectives</th>
<th>Benefits</th>
<th>Risks</th>
<th>Risk mitigation</th>
<th>Example</th>
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| Monitor social networking sites, forums and blogs for discussion on the agency, its proposals or services delivered | • Understand how opinion is forming  
• Identify gaps in service delivery  
• Identify service users/audience’s information needs  
• Understand how stakeholders are related | • Situational awareness  
• Increase understanding of nature and range of commentary | • Monitoring tools are emerging, and standards of practice have yet to be formed  
• Debate may be unrepresentative | Should supplement, not replace, other media monitoring and stakeholder activity | Civil Defence monitored Twitter conversations after earthquakes in Christchurch [twitter.com/nzcivildenec](http://twitter.com/nzcivildenec) |

Some suggestions on how to give guidance….  

• Have a clear idea of your objectives in using social media
• Learn the rules of each social media space before engaging
• Ask for advice if you are not sure
• Remember an official account does not belong to the individual
• Communicate where your citizens are
• Build relationships with your stakeholders on and offline – social media is just one of many communication channels
• Try not to channel shift citizens backwards (move from email to telephone for example)
• Do not open a channel of communication you cannot maintain
• Understand when a conversation should be taken offline
• Do not engage with users who are aggressive/abusive

Social media guidance for civil servants, UK Government ICT strategy,  
Observe, learn, do

The engagement cycle — social media

1. Listen (read) the conversations on your own policy area
2. Ask questions around your own policy area and only answer direct responses
3. Start to answer questions aimed at you not relating to your original question
4. Retweet interesting information relating to your policy area
5. Get involved in wider discussions
6. Use social media to chat socially to people you’ve met in your business environment

Good advice

5. Basic principles for staff

There are some common principles shared across all forms of social media. Knowing these basic ‘rules of engagement’ will serve staff well whether they are simply contributing to or actually managing an online community.

- **Be credible** - Be accurate, fair, thorough and transparent.
- **Be consistent** - Encourage constructive criticism and deliberation. Be cordial, honest and professional at all times.
- **Be responsive** - Answer questions in a timely manner. Share your insights where appropriate.
- **Be integrated** - Wherever possible, align online participation with other offline communications.
- **Be a public servant** - Remember that you are an ambassador for your agency. Wherever possible, disclose your position as a representative of your department or agency.
- **Be a good custodian** – If you’ve introduced and/or are managing your organisation’s social media profile or blog, make sure that you’re posting content and checking messages regularly. An untended and out-of-date account looks unprofessional. Also ensure that information is created, kept and, if necessary, disposed of in accordance with organisational policies.
Government Handbooks for Social Media Engagement

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Follow the Leaders!

AFP E-Diplomacy Hub | Twitter & Foreign Policy: Digital Diplomacy In Action

http://ediplomacy.afp.com/#!
thank you
www.ict4peace.org
danielstauffacher@ict4peace.org