Social Media for Emergency Management

OECD/IRGC Workshop
Risk and Crisis Communication: Opportunities and Challenges of Social Media
June 29, 2012
Multiple Jurisdictions with EM Roles

15+ Federal, 13 Provincial / Territorial, 100s of local Emergency Management Organizations (EMOs)
Communications Interoperability – National Approach

Sets goals and identifies priorities to promote interoperable voice and data communications for responders and emergency managers.

Agency-Agency information exchange (MASAS)

Public Alerting

-700MHz Spectrum

Emergency Communications Interoperability with U.S.
Population Proximity to the United States

Census Subdivisions (2011)

<table>
<thead>
<tr>
<th>Pop Density (Sq KM)</th>
<th>Color</th>
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</thead>
<tbody>
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<tr>
<td>2.500000 - 5.000000</td>
<td>Yellow</td>
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<tr>
<td>5.000000 - 7.500000</td>
<td>Orange</td>
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<tr>
<td>7.500000 - 10.000000</td>
<td>Red</td>
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<tr>
<td>10.000000 - 15.000000</td>
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<td>Dark Brown</td>
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<td>25.000000 - 50.000000</td>
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<tr>
<td>50.000000 - 2000.000000</td>
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</table>
Beyond the Border Action Plan

Page 25: “The second working Group will focus on cross-border interoperability as a means of harmonizing cross-border emergency communications efforts. It will pursue activities that promote the harmonization of the Canadian Multi-Agency Situational Awareness System with the United States Integrated Public Alert and Warning System to enable sharing of alert, warning, and incident information to improve response coordination during binational disasters.”
Wired Canada...

Canada’s online population continues to lead in engagement

<table>
<thead>
<tr>
<th>Location</th>
<th>Total Unique Visitors (000)</th>
<th>Average Hours/Visitor</th>
<th>Average Pages/Visitor</th>
<th>Average Visits/Visitor</th>
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<td>187,869</td>
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<td>Canada</td>
<td>22,945</td>
<td>23,594</td>
<td>43.5</td>
<td>45.6</td>
</tr>
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</table>

…and Wireless Canada

Chart 2: Penetration rate of selected devices used to connect to the internet
Canadian households with internet access, 2011, %,

Source: Statistics Canada, Canadian Internet Use Survey, 2011
Canadians are power users of social media

18,500,000 USERS (54 % of Population)

Per capita consumption of video No. 1 in the world

20% have Twitter accounts
Recognizing social media applications span the EM pillars

Emergency Management

Prevention/Mitigation
- Big Data and information/ intel gathering
- Predicting Disaster
- Defining Community Resilience (Grounded theory)

Preparedness
- Public Education/Outreach

Response
- Public / Mobile Alerting
- Incident Reporting

Recovery
- Information Dissemination
- Crisis Mapping
- Incident attribution / forensics
- Psychosocial
- Soliciting Donations
SMEM Practices – Where we are...

Current Usage Primarily for Preparedness and Response

(Push Out of info)
@Get_Prepared / @Preparez_Vous

- Developed a strategy to use Twitter & consulted broadly within the Department (privacy, official languages, legal, IT).
- Launched during Emergency Preparedness Week 2010
- Over 3,600 @Get_Prepared / @Preparez_Vous followers

- Who is following?
  - Businesses and individuals
  - Other government entities (Fed/Prov/Municipal)
  - Stakeholders and their employees/volunteers
  - Parenting/family bloggers and their followers
  - Diverse organizations including NGOs, professional associations, private sector, policing agencies…and more.
SMEM Practices – Where we want to go...

Monitoring social media feeds in EM decision-support environments...

Without a trusted feed, how do you separate good information from bad?
Violent demonstrators and rioters are quickly discovering that every phone is a video camera, and every video ends up online. Police services face a similar realization.

Source: CBC News
Policy issues for current / desired SMEM usage

- Existing Crisis Communications Policy / SOPs
  - Social media folded under rules / authorities designed for traditional media

- Official languages
  - English the unofficial language of SM?

- Messaging/Alerting Common Look and Feel
  - Marrying EM Lexicon to SM Lexicon; Ringing the bell louder when you’re not the bell-ringer;
  - Does the medium have to be/control the message?
Workshop question:

What policies could encourage social networking and the use of social media to actively provide relevant, reliable and useful information to support the work of emergency services?

- Extending current volunteer policy for SM users
  - *if ham radio volunteers during crises, why not SM mappers?*
Thank you

THANK YOU