

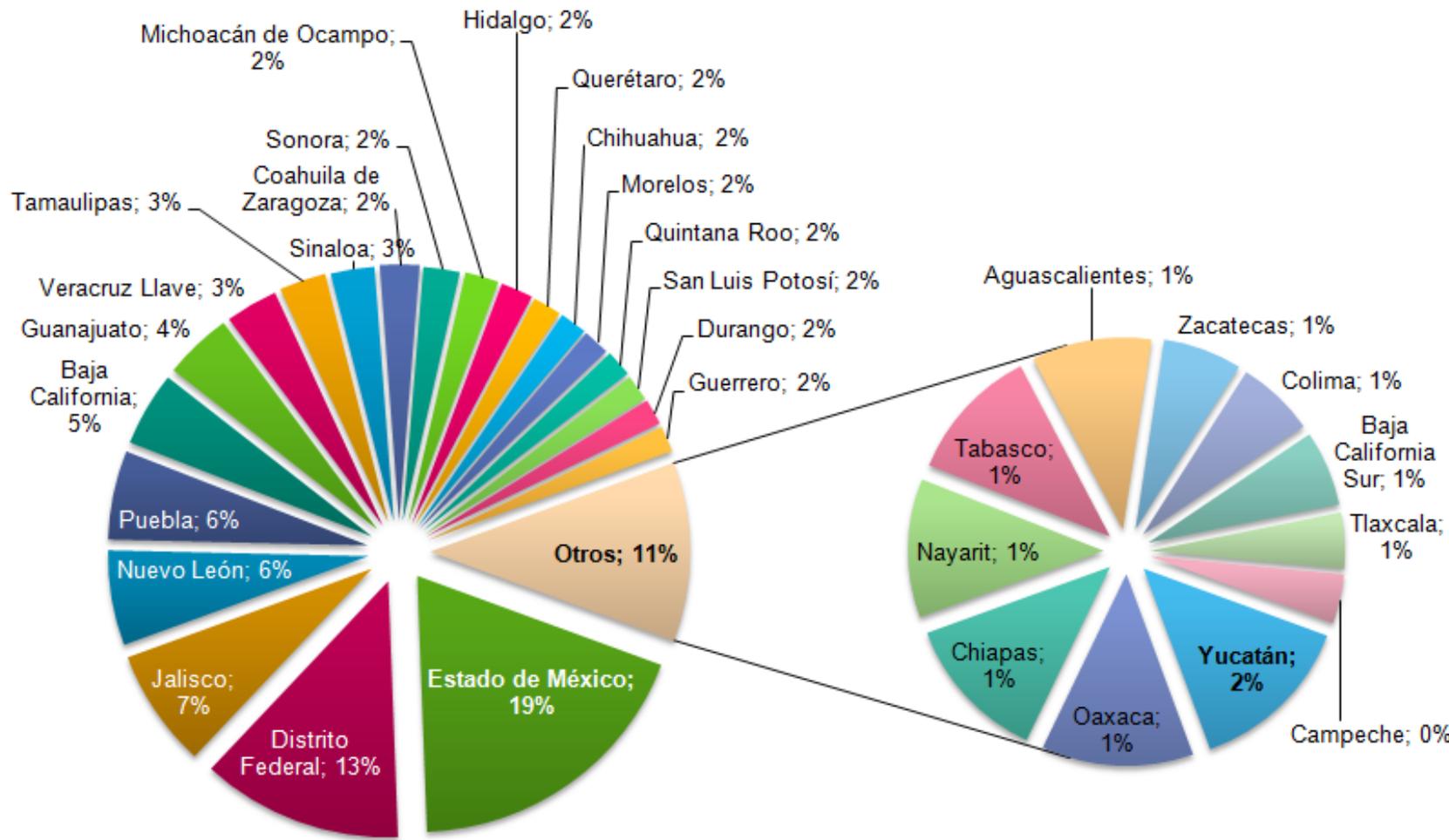


# **OECD Workshop on Risk and Crisis Communication: Opportunities and Challenges of Social Media Mexico's National Experience**

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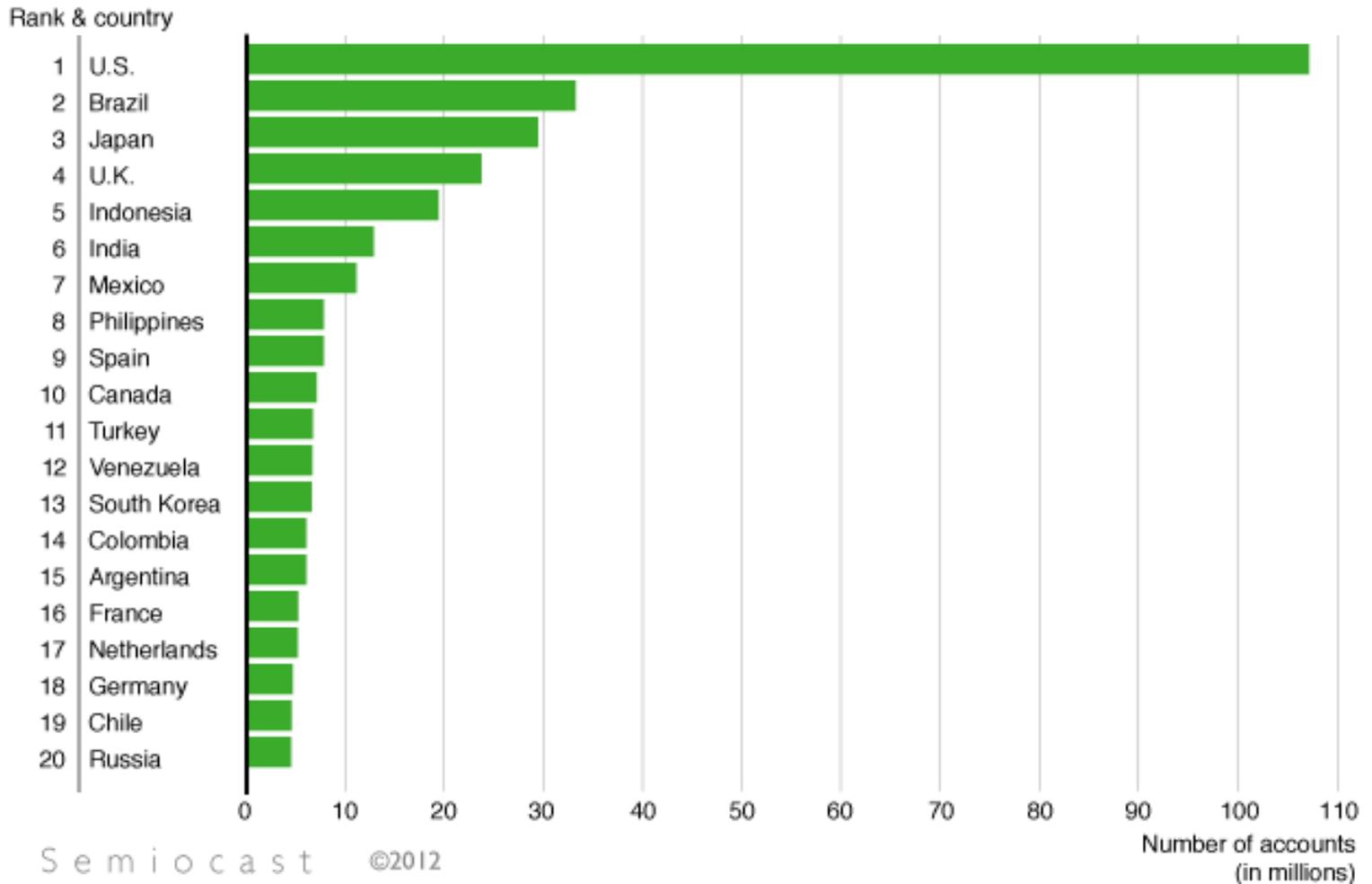
**June 29, 2012**

# Mexico's Facebook Users

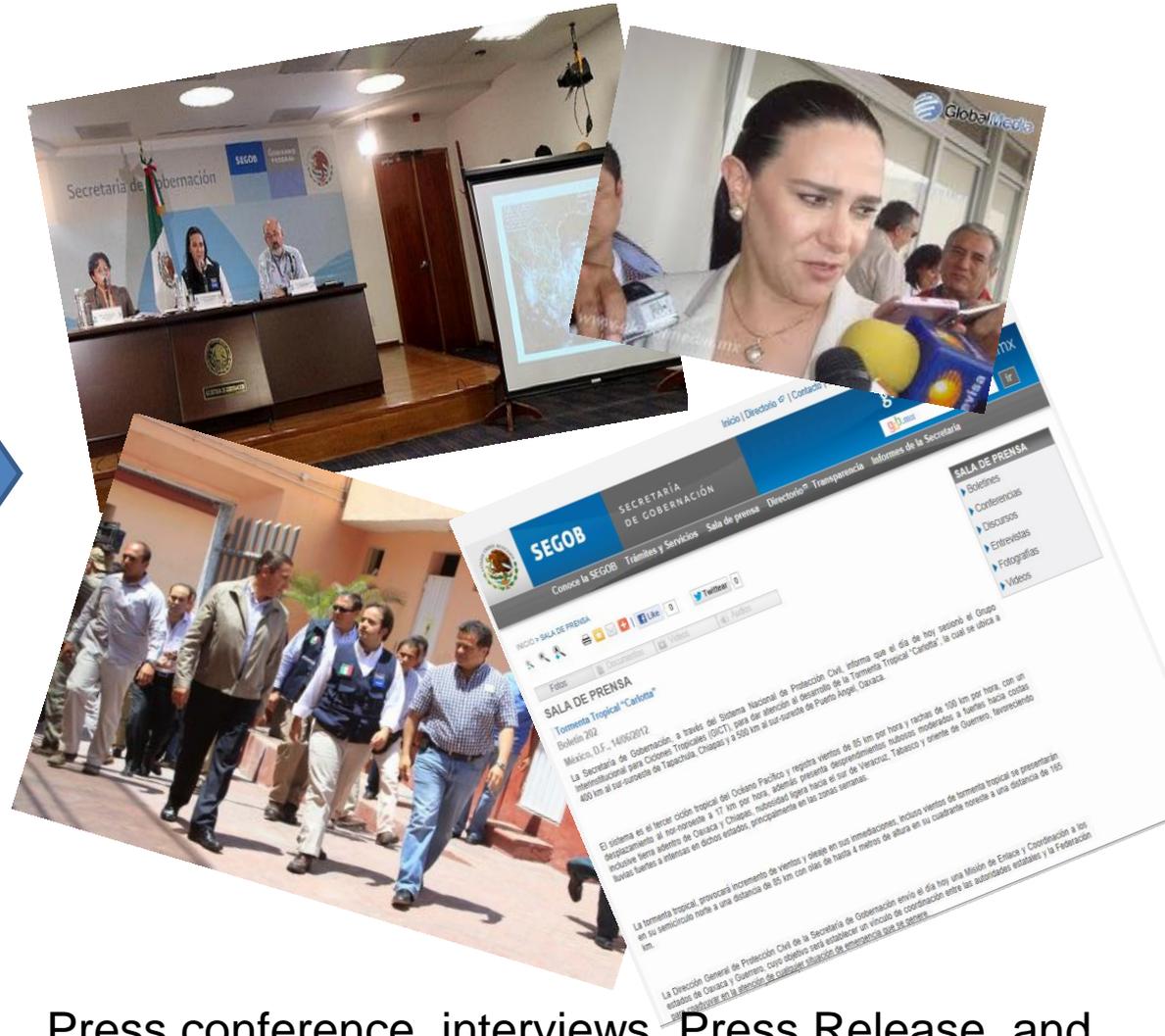
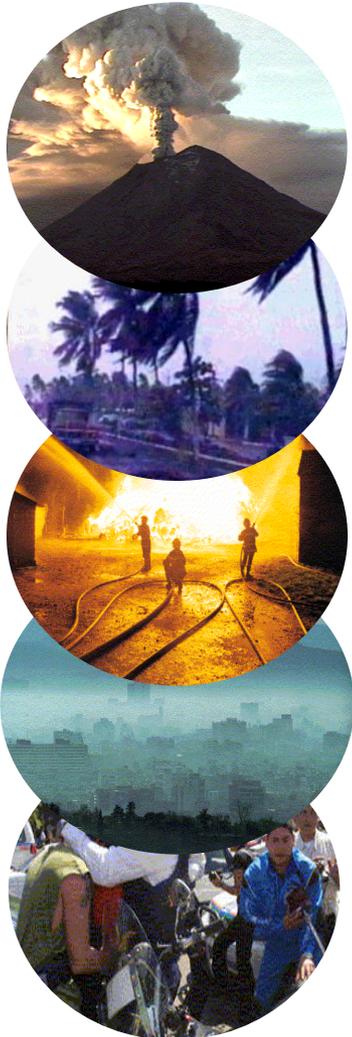


Source: Facebook

# Top 20 countries in terms of Twitter accounts



# Current Strategies



Press conference, interviews, Press Release, and visit the site in a work tour.

# The use of social networking policies



We can use social media and social networks for risk and crisis communication:

Use as an awareness tool (e.g. monitoring social media sites and compiling relevant information);

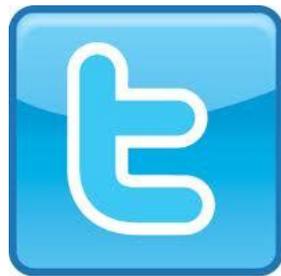
Use as a one-way communications tool (e.g. dissemination of public safety and crisis information; sending out information about upcoming events or campaigns);

Use as a two-way communications tool (e.g. engaging with the online community by taking part in conversations via social media tools);

Use as a tool to leverage networks as a resource in response efforts, adding functions as time goes on, such as: situational awareness and crisis mapping via crowd-sourcing; receiving requests for assistance; and mobilising citizens to achieve communal goals.

# Risk and Crisis Communications

During a crisis, the social media can **amplify** the communication mainly against the organization. Negative messages coming from unreliable sources can go instantly viral within social networks, generating a harmful publicity and reputation damage. It is important to **heavily monitor** what users say on social networks and **respond**. However, in Mexico we only use the social network as a communication mean of one-way. Also, the information obtained from these networks, necessarily goes through a corroboration process.





# National Communications Center



## cen@com

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- Objective

Receive, concentrate, process and distribute the information generated by the members of the National Civil protection system, validating their reliability for decision-making in the prevention and mitigation of the effects of natural phenomena or man-made.

- Features

Request information on disturbing phenomena of natural or anthropic origin representing a risk to the population, through the State and municipal Civil protection units, members of the national system of Civil Protection (SINAPROC), mass media communication and e-mail using the generic account [cenacom@segob.gob.mx](mailto:cenacom@segob.gob.mx).

- Confirm the veracity of the information collected through mass media.
- Process the collected information to generate and distribute the following products via email.

Distribution of Hydrometeorological Warning Bulletins produced by Bureau of Meteorology, to staff the CGPC, GDPC, UEPC, UMPC, and dependencies of the SINAPROC; they are also disseminated through the SINAPROC page([www.proteccioncivil.gob.mx](http://www.proteccioncivil.gob.mx)).

Among the different types of Bulletins there are: Air Tropical; Tropical Wave; Front Cold; Cold Environment; Tropical Cyclone in the Pacific or Atlantic.

Reported to the National Response Center (NRC) the occurrence of an event involving hazardous materials on the border with the United States of America.

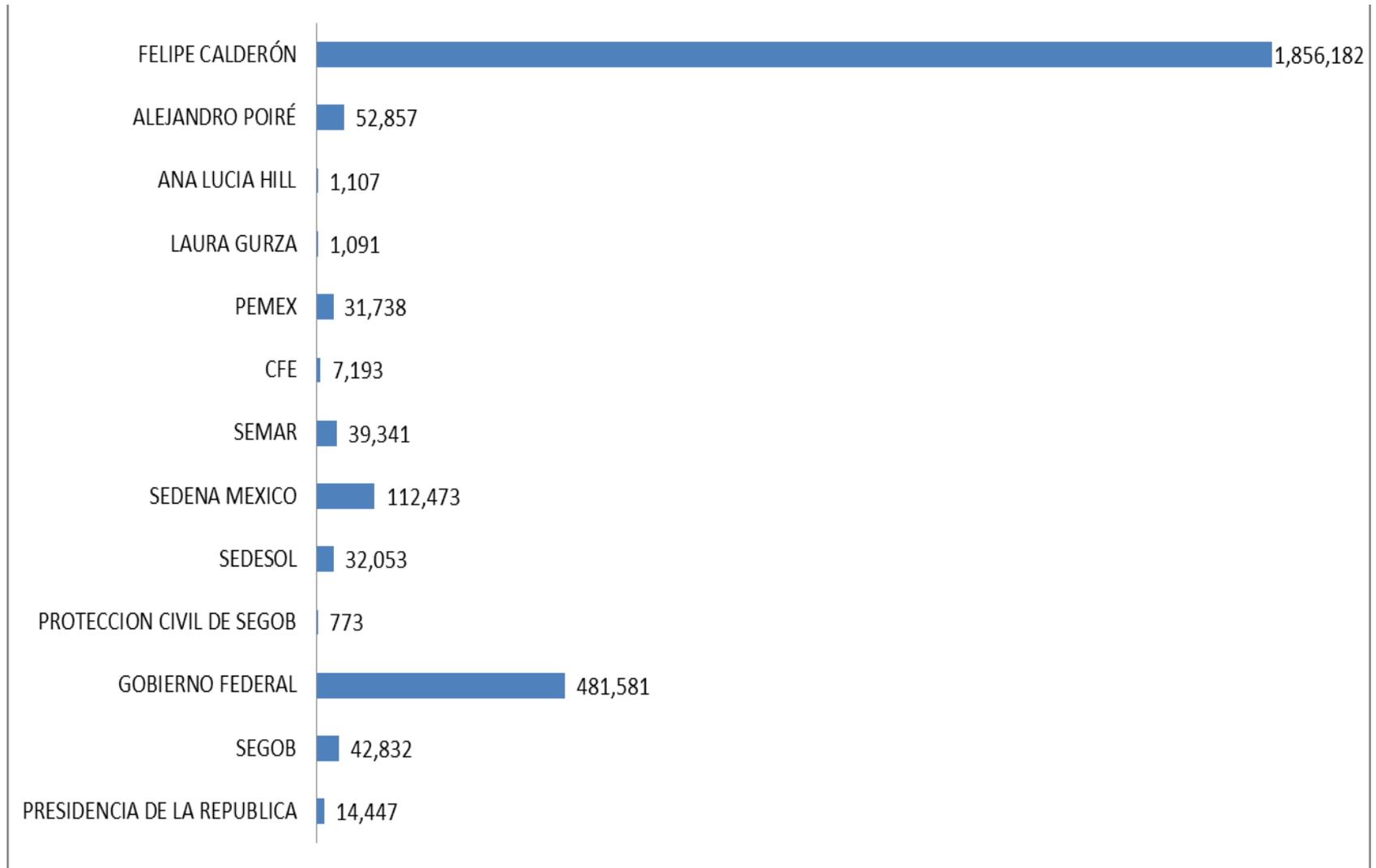
Provide information in the field of civil protection of the population, through the number 01 800 00 413 00 and 118 number of services to the Community (Telcel).

Receive notification of the occurrence of a radiological emergency in Laguna Verde Nuclear-Electrical Central, through the line of external Radiological Emergency Plan notification network, and start the process of activation of the task force 81 (Ministry of Government).

Receive notification of the occurrence of an emergency strategic installations of Petroleos Mexicanos (Pemex) and the actions taken by the Agency to attend the event, through the line of the notification network of the Centre for Emergency Support and Coordination.

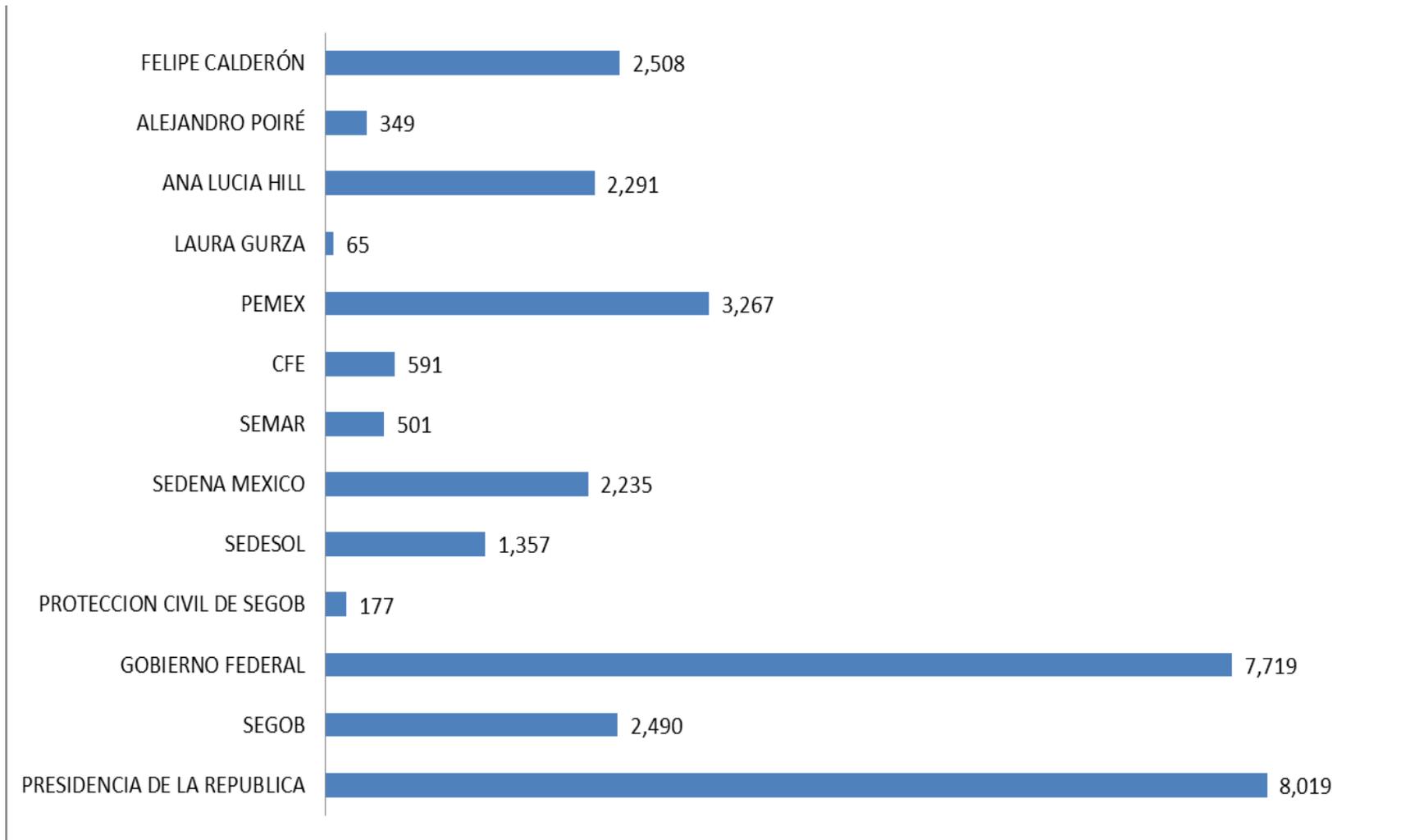


# Twitter followers





# Tweets



# Challenges

It's clearly seen that social media is perhaps one of the most powerful modern age communications tools, but also there are challenges which need to be dealt with and opportunities which need to be capitalized upon.

- Speed
- Engagement
- Rumor Management
- A Continual Information Flow
- Legal Basis



# Conclusion

**MORE INFORMATION**

**MORE KNOWLEDGE**

**MORE CONSCIENCE & PREPAREDNESS**

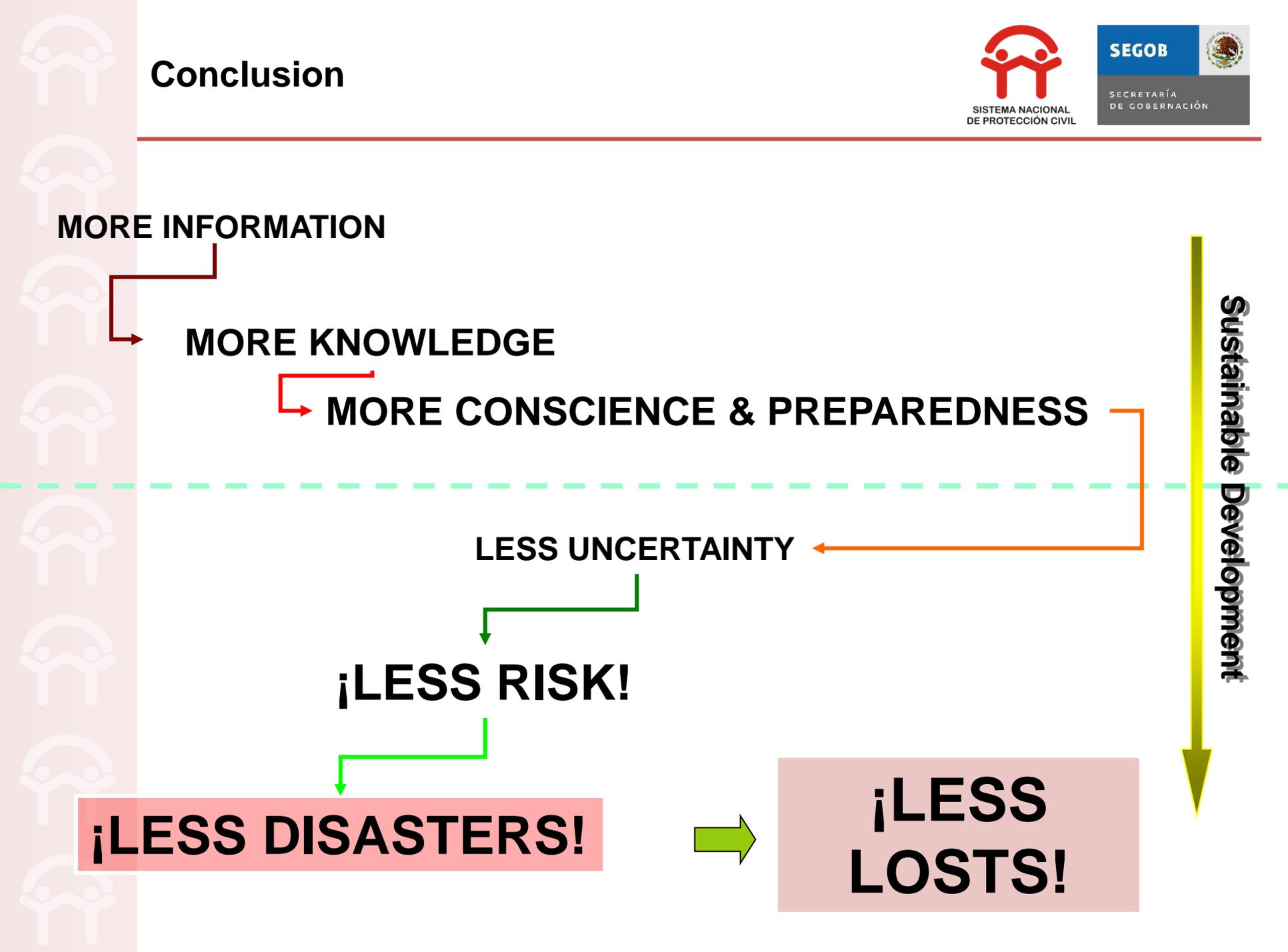
**LESS UNCERTAINTY**

**¡LESS RISK!**

**¡LESS DISASTERS!**

**¡LESS  
LOSTS!**

**Sustainable Development**





 **Seguir**

**SEGOB**

**SEGOB México** 

*@SEGOB\_mx*  
*Secretaría de Gobernación*

2.508 TWEETS

46 SIGUIENDO

43.091 SEGUIDORES

# Questions???

***Thanks for your attention***

# **Coordinación General de Protección Civil**

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# Improving national risk and crisis communication strategies by working with the social media: conditions for success



## **How can governments use social networks effectively to complement the use of traditional media outlets to inform the public and to manage a crisis?**

The incorporation of the effective use of social networks to inform public opinion and to the population in general during a crisis situation, the Government should be based on the immediacy with which information is disseminated through such social networks, as well as the accuracy of the information

## **How can public authorities progress from passive to dynamic use of social media for risk and crisis communications and management?**

Precisely, for the authorities going from the passive use to the dynamic use of social media to communicate risk and crisis situations, to disseminate this information must be accurate and immediate. Today, when the Government institutions inform public opinion and population in general about situations of risk or crisis, through social media, they tend to do so with a period of delay in some cases considerable, which can cause the sensation of emptiness in the information. The use of social media, in itself, demand the exchange of information, so the authorities develop the dynamic use of social media, they must not only make use of them to disseminate information in a unidirectional way, they must implement strategies based on the establishment of working teams specifically dedicated to providing feedback to the public and people in general.

## **How can public authorities verify/validate information that is crowd sourced or gathered through social media, to avoid reliance on outdated, inaccurate or false information, in order to use social media effectively?**

The transit towards the dynamism in the use of social media by the authorities inherently brings with it the risk to receive the information obsolete, inaccurate or false, so the process to verify or validate the information should be based on proper coordination between the different authorities involved in situations of risk or crisis management. Also, the implementation of strategies based on establishing work teams dedicated to providing feedback to the public and population in general, must also play an important role in the process of creating awareness among the public and population in general on the responsible use of social media.

## **What policies could dissuade the use of social media to intentionally provide inaccurate information to confuse, disrupt or otherwise hinder emergency services? Vice-versa, 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?**

In both cases, permanently promote awareness campaigns, aimed at the public and population in general, about the proper use of social networks to notify emergency services, about incidents or situations of risk or crisis, is the best strategy to combat the inappropriate use of social networks in this topic and thus, avoid the diversion of human and material resources of the emergency services in the care of false notifications.