

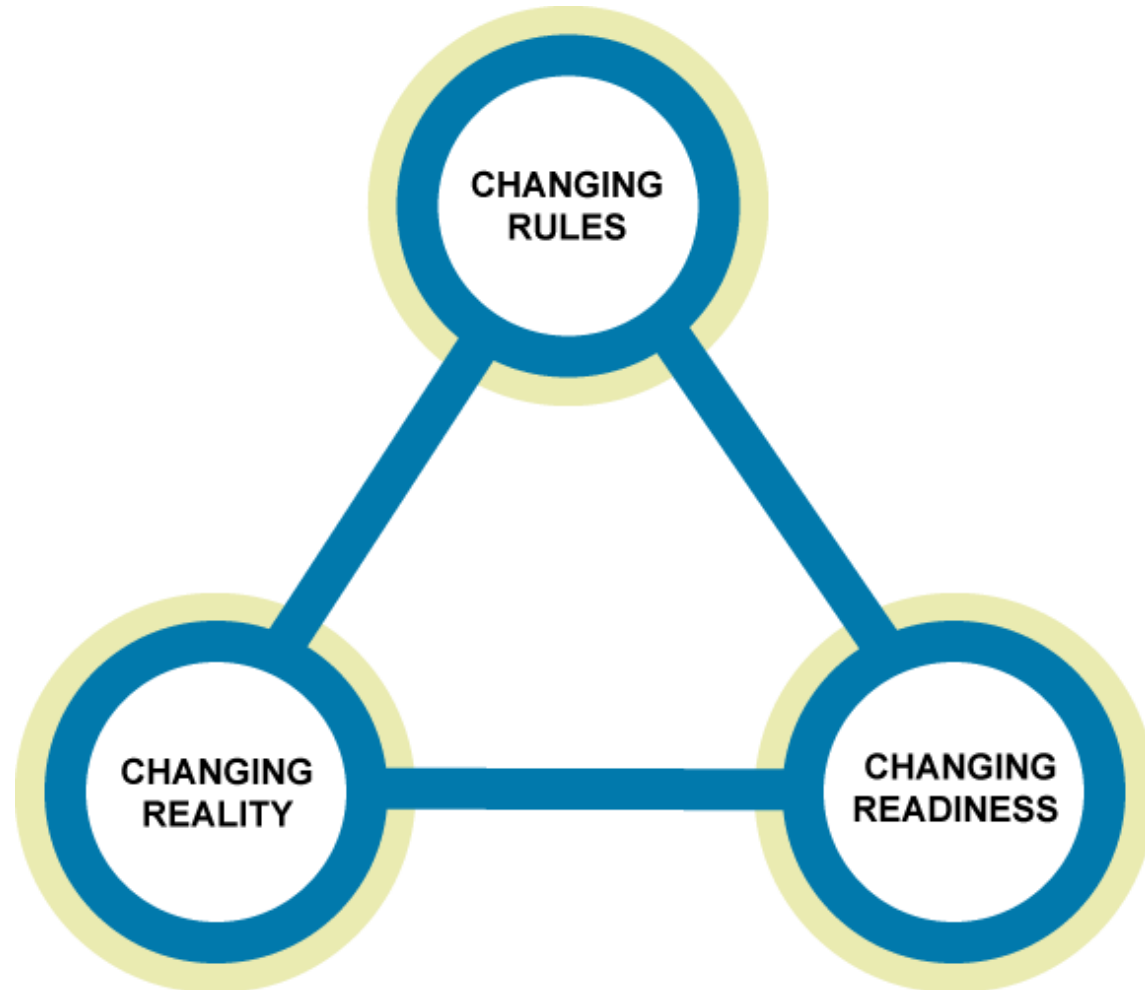


# **Social Media Success Factors for Improving National Risk & Crisis Communication Strategies**

Tim L. Tinker, DrPH  
Booz Allen Hamilton

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# National & Global Communications Environment



# Risk Rule of 3

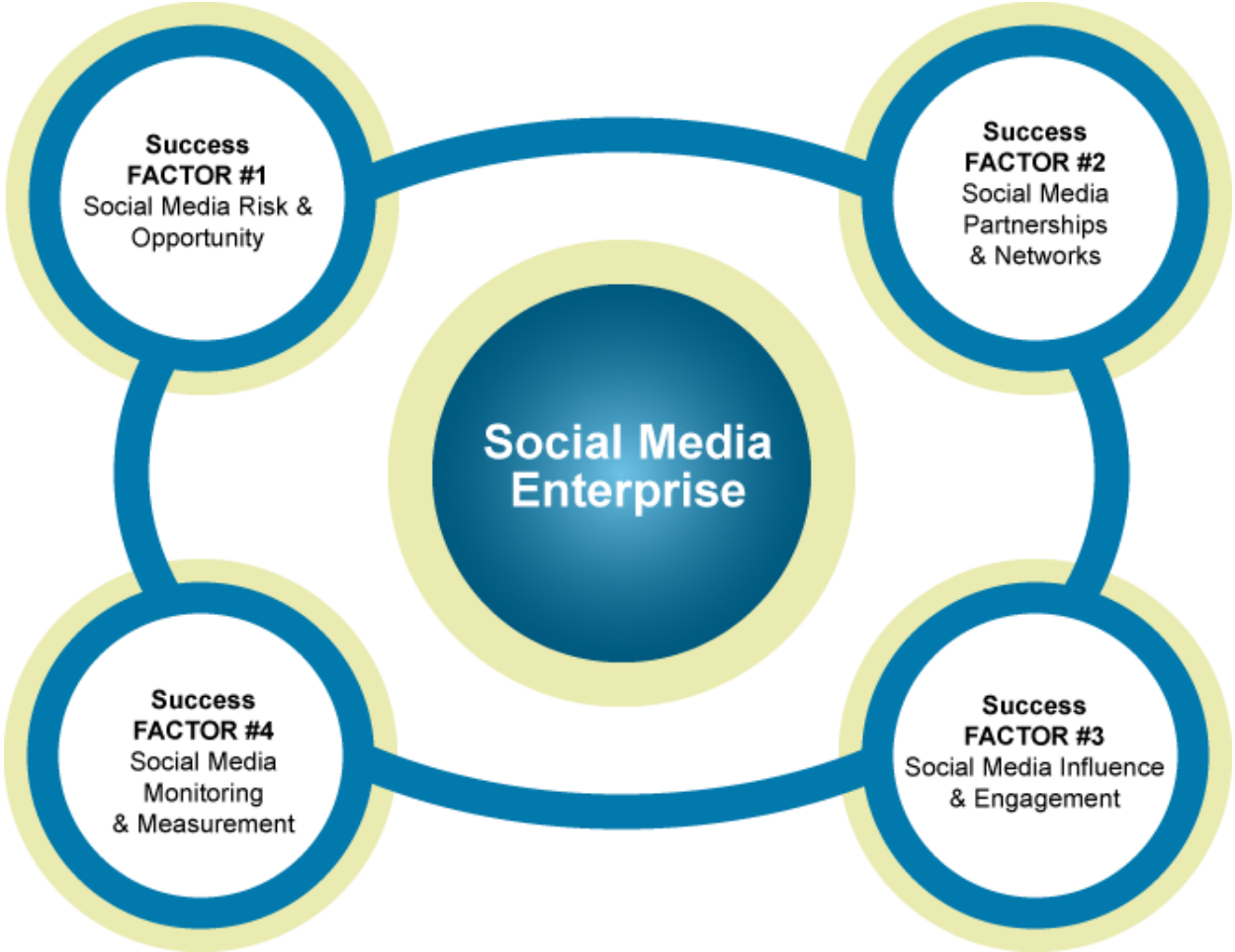
**RISK**



**RULE OF THREE**



# Social Media Success Factors



# Success Factor #1 – Social Media Risk & Opportunity Management

## Goal

**Conduct comprehensive assessment, management & communication of social media readiness, response & resilience as integral to a broader risk & crisis communication framework.**

**Example** – Government, commercial and not-for-profits linking their social media strategy to pandemic flu:

- **Phases** (planning, preparedness, response, recovery & resilience)
- **People** (governments, businesses, communities)
- **Processes** (public outreach, vaccine development, medical stockpiling, & workforce preparedness)

## Best Practice – Social Media Readiness & Resilience Assessment

- ✓ Does your organization have social media tools & tactics as part of your risk & crisis communications plan?
- ✓ Is there a “fast-track” internal clearance and approval process in place for social media strategy and messages during crises?
- ✓ Does your organization have the capacity to launch a Youtube, Twitter or Facebook account within hours of the onset of a crisis or emergency?  
Does your organization have the ability to monitor what is being said online about it during a crisis?

# Success Factor #2 – Social Media Partnerships & Networks

## Goal

**Harness *Public-Private-Community* partnerships to create, activate and sustain social media in emergency preparedness, response and resilience.**

**Example** – U.S. CDC partnered with Community (CVM) Voice Mail, a national network that connects more than 40,000 people annually to critical resources, to send almost 15,000 voice mail messages during the early months of the 2009 H1N1 outbreak. CVM is closely integrated with regional and local social services agencies.

## Best Practice – Microsoft Vine



Microsoft Vine™

# Success Factor #3 – Social Media Influence & Engagement

## Goal

Use social media to engage and influence individual and group risk reduction perceptions, decisions and actions before, during and after emergencies.

**Example** – American Red Cross 2012 Survey:

- **16%** have used social media to get information about an emergency
- **Facebook is #1** channel for posting eyewitness information on an emergency or newsworthy event
- **Approximately 50%** of respondents would send a text message to an available response agency if someone they knew needed help
- **Three out of four** respondents would expect help to arrive within one hour

## Best Practice – FEMA “Whole Community”



# Success Factor #4 – Social Media Monitoring & Measurement

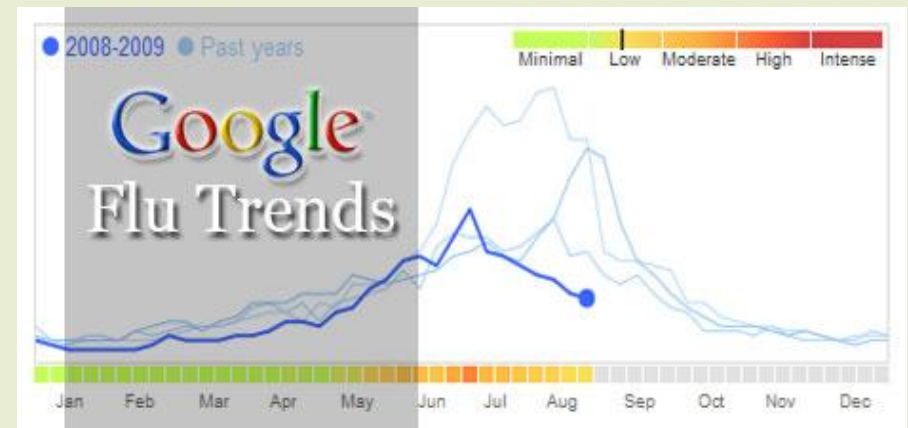
## Goal

**Real-time analysis of positive/negative communications trends in social media's reach, frequency, duration and impact on enhancing situational awareness, community connection, and dispelling rumors and misinformation.**

**Example** – U.S. Department of Homeland Security gathers, analyzes and quantifies real-time social media intelligence and information including:

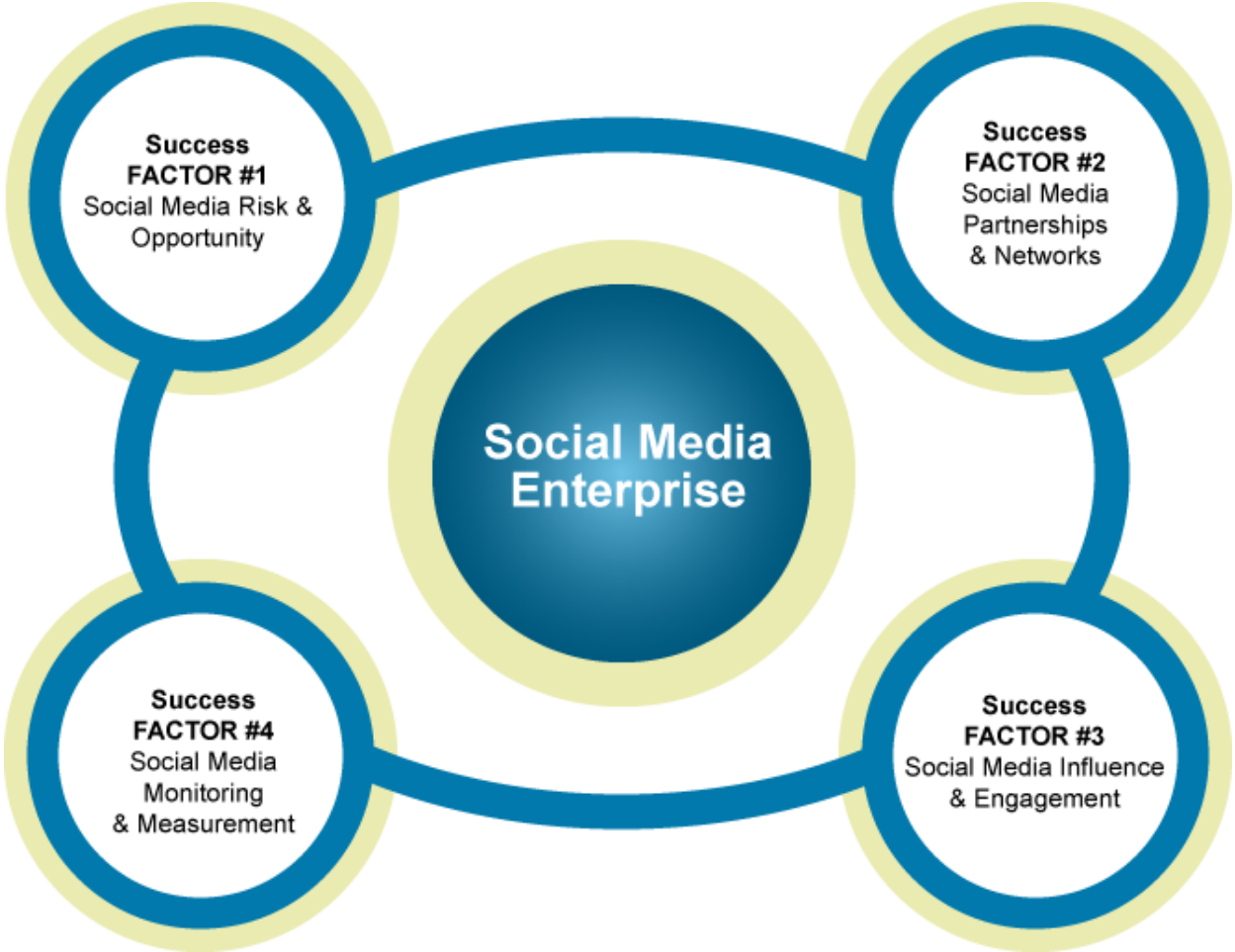
- Citizen observations from the field
- Requests for help
- Public opinions and rumors
- Spontaneous local, national, and international volunteer disaster assistance efforts

## Best Practice – Google Flu Trends





# Social Media Success Factors





# Contact Information

**Tim Tinker, DrPH,**  
Senior Associate,  
[Tinker\\_Timothy@bah.com](mailto:Tinker_Timothy@bah.com);  
301-444-4034