

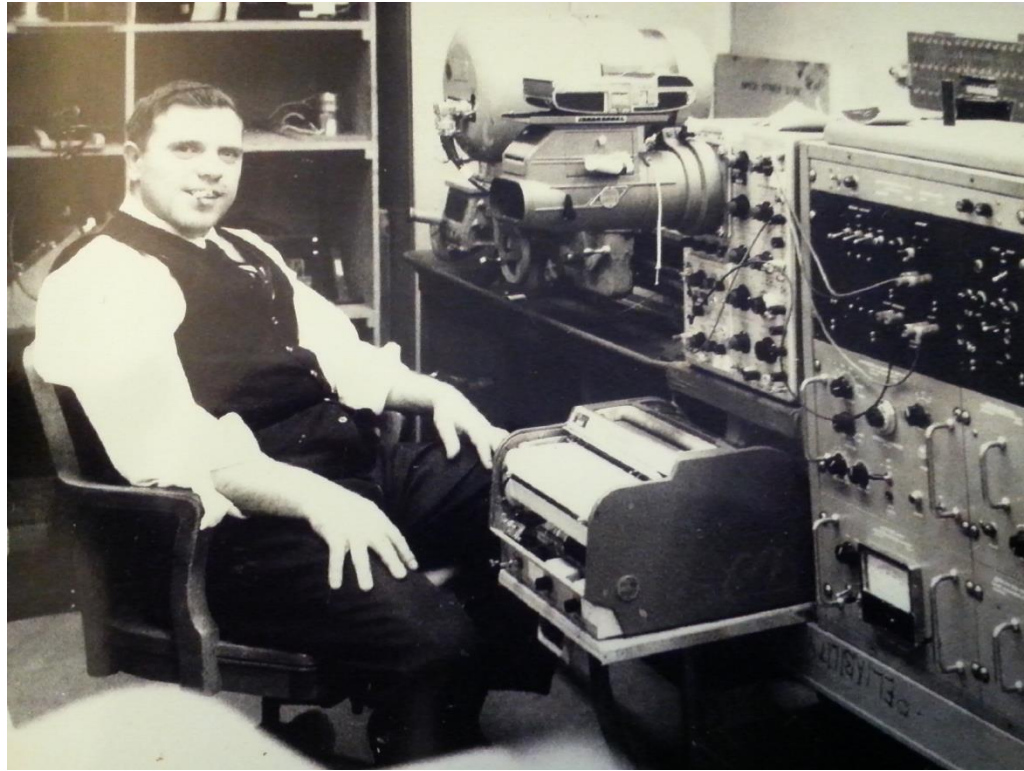
*Welcome to the 2014
MAPHN Leadership Program*



[#MAPHN2014](#)

The Role of Social Media in Emergency Preparedness & Response

Kitty Mahoney RN,. BSN, MS
Public Health Fellow
Immediate Past President MAPHN



[#MAPHN2014](#)

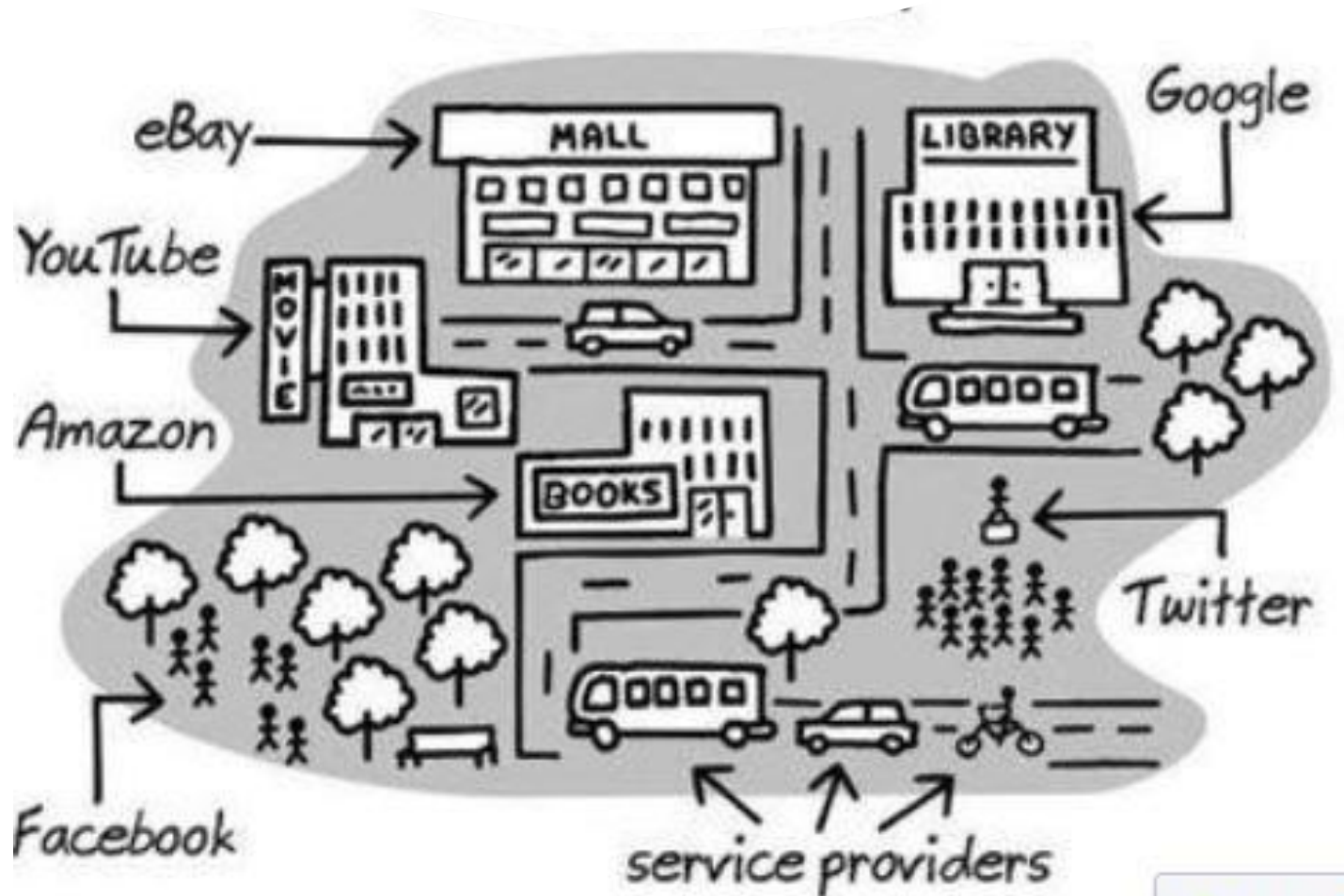
Home Video recording... March 1991...
then came cell phones with video's!



Then came.....

[#MAPHN2014](#)

Technology



#MAPHN2014

“What is Social Media?”



Facebook

Twitter,

LinkedIn

Pinterest

Facebook

Twitter

Digg

YouTube

Google Plus

Tumblr

#MAPHN2014

Social Media in 2005-2009

- In 2006, *MySpace* most popular social networking site in the US
- *Flickr* was a year old.
- *YouTube* was 6 months old.
- *The Facebook* was debuting on a college campus.
- *Twitter* , *Tumblr* and *Foursquare* weren't even born yet.

Social Media Explained

Social Media



LINK

Twitter

Following

- Followers
- Favorites
- Lists
- Photos and videos

Larry

Who to follow · Refresh · View all

- Seattle Children's** @se...
Followed by This MS Life a...
Follow
- NWS** @NWS
Follow
- Homeland Security** @...
Followed by CDC_eHealth...
Follow

Popular accounts · Find friends

Kitty Mahoney @KMahoneyRN
Immediate Past President of the Massachusetts Association of Nurses, Public Health Fellow
Massachusetts · maphn.org

TWEETS 323 FOLLOWING 224 FOLLOWERS 76

Tweets

- Kitty Mahoney** @KMahoneyRN · 23h
#MAPHN2014 Registrations online maphn.org for May 1 for Public Health Nurses.
Expand
- Kitty Mahoney** @KMahoneyRN · 23h
#MAPHN2014 Registrations for the Annual Conference Health Nurses and Nursing Partners maphn.org
Expand
- Kitty Mahoney** @KMahoneyRN · Apr 17
Pollen count expected to be higher than normal... #Aller Fight Spring Allergies nbcnews.to/1h7Rmok via @NBCI
View summary
- Kitty Mahoney** @KMahoneyRN · Apr 17
FRAMINGHAM POLICE TAKING BACK UNWANTED PRE SATURDAY APRIL 26, 2014 10am-2pm 1 WILLIAM WEL

Interested In






- Community H...
- Nursing Services
- System - St...
- ulty Registered
- Services Net... ve Corps
- with Job Seeker
- um
- etwork
- essional Group
- ink Users Group
- essional Group
- dership
- essional Group

Conference tomorrow!
#MAPHN2014

SOCIAL MEDIA TOOLS



Working together as ONE TEAM...on the scene and on the world wide web!

				
<p>FACEBOOK: Follow FEMA, NOAA and American Red Cross on Facebook to learn more about hurricanes and the steps you can take to ensure your family or business is prepared.</p> <p>Post comments, share your stories and keep track of the latest information.</p>	<p>YOUTUBE: Watch online video webisodes on topics such as how to prepare a disaster kit, what to do and where to go in an emergency, how to apply for disaster assistance and more.</p> <p>Tune in for informational videos produced by FEMA, NOAA, and American Red Cross.</p>	<p>TWITTER: In 140 characters or less, brief messages (aka “tweets”) provide followers with specific information in a timely manner.</p> <p>Those who “tweet” can stay up-to-date and by following on-going developments in a disaster situation via their cell phones.</p>	<p>WIDGETS: Add a badge to your website which allows your audience to find specific hurricane-related information .</p> <p>This predesigned tool is similar to a “box score” which includes direct links such as how to apply for assistance.</p>	<p>MOBILE SITE: Cell phone users with internet connectivity can access a basic easy-to-load webpage designed specifically for fast downloads.</p> <p>Log on for information on what to do before, during and after a disaster by visiting fema.gov on your mobile phone.</p>
<p>www.facebook.com/fema www.facebook.com/redcross www.facebook.com/usnoaagov</p>	<p>www.youtube.com/fema www.youtube.com/usnoaagov www.youtube.com/user/AmRedCross</p>	<p>www.twitter.com/femainfocus www.twitter.com/craigatfema www.twitter.com/usnoaagov www.twitter.com/usoceangov www.twitter.com/redcross</p>	<p>www.fema.gov/help/widgets www.nhc.noaa.gov/widgets</p>	<p>For a complete list of social media links offered by each agency/organization, visit www.fema.gov www.redcross.org/connect www.noaa.gov/socialmedia</p>

The social media links provided are for reference only. FEMA does not endorse any non-government websites, companies or applications.

#MARIH2014

Even the “Feds” rely on Social Media



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Time: 2:49 pm



GETTY IMAGES

[#MAPHN2014](#)

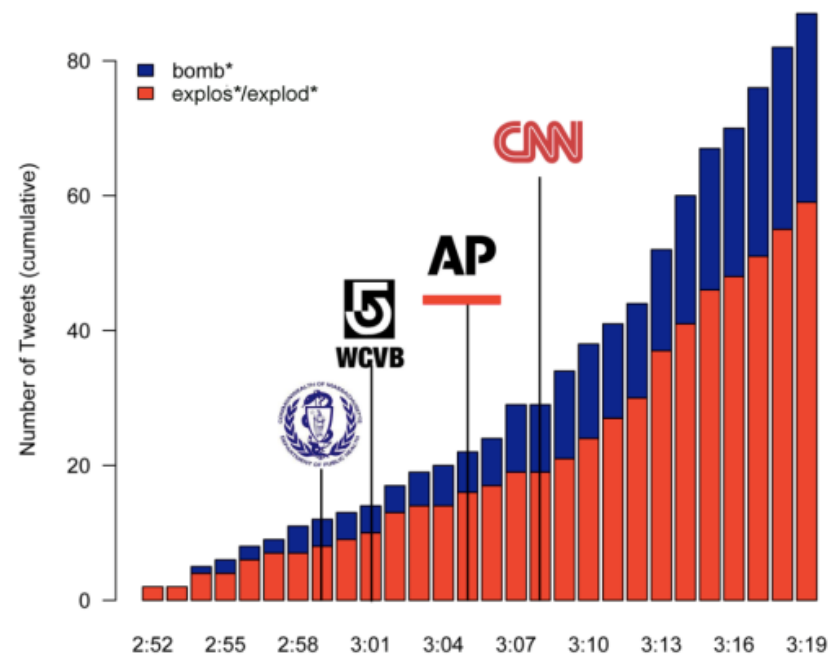
Time: 2:50 pm

Kristen Surman @KristenSurman
Holy shit! Explosion!
1 RETWEET 1 FAVORITE
2:50 PM - 15 Apr 13

Reply to @KristenSurman

- Lori @BlancoDiddy @KristenSurman ...explosion!?!?! 8h
- E @desert11 @KristenSurman OMG... please be careful. 8h
- Eirηνούλα @greekpeace @KristenSurman u ok? #witf 8h
- Gwen Doyle @gwenmidoyle @KristenSurman What's going on? 7h
- Ashley Woods @ashleymw @KristenSurman what?! 7h
- Kristen Surman @KristenSurman @desert11 xo 5h
- Kristen Surman @KristenSurman @greekpeace xo 5h
- E @desert11 @KristenSurman I love you. I'm so glad to see you tweet. 5h


Meanwhile, on Twitter:




#MAPHN2014

4 days, 5 hours and 59 minutes later...

While the whole virtual world was watching Watertown, police used social media to announce the news everyone was waiting for: CAPTURED!!!




A screenshot of a tweet from the official Twitter account of the Boston Police Department. The profile picture is the Boston Police badge. The text of the tweet is "CAPTURED!!! The hunt is over. The search is done. The terror is over. And justice has won. Suspect in custody." It was posted at 8:58 PM on April 19, 2013, and has 139,662 retweets and 47,155 favorites. The tweet includes a "Follow" button and icons for reply, retweet, and favorite.

Boston Police Dept. 
@bostonpolice 

CAPTURED!!! The hunt is over. The search is done. The terror is over. And justice has won. Suspect in custody.

8:58 PM - 19 Apr 2013

139,662 RETWEETS 47,155 FAVORITES   

Even Mayor Tom Menino tweeted "We got him."



A screenshot of a tweet from Mayor Tom Menino. The profile picture is a headshot of the mayor. The text of the tweet is "We got him" #oneboston pic.twitter.com/8ZWynyRmzk. It was posted at 8:50 PM on April 19, 2013, and has 19,540 retweets and 5,237 favorites. The tweet includes a "Follow" button and icons for reply, retweet, and favorite.

Mayor Tom Menino 
@mayortommenino 

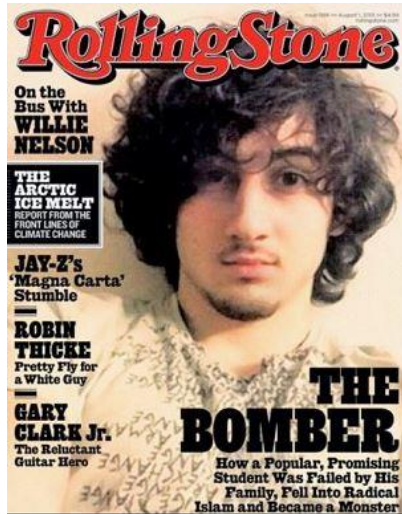
"We got him" #oneboston pic.twitter.com/8ZWynyRmzk

8:50 PM - 19 Apr 2013

19,540 RETWEETS 5,237 FAVORITES   

[#MAPHN2014](https://twitter.com/oneboston)

The influence of the public



Sharing...
Trending...
Going viral...



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Katrina BSM (Before Social Media)



#MAPHN2014

August 29, 2005.
Remember...
SM (as we define it
today) was just
emerging.



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Within hours of the earthquake

- Photos were coming in from **tweet-pic**.
- **Twitter** tracked 2.3 million tweets with the words Haiti or Red Cross within 48 hours.
- Red cross launched a social media and mobile campaign through **Facebook** and twitter for text donations
- Raised 3 million in the first 24 hours and reached 21 million by the following week.

Social Media and Emergencies

Cellphone networks overwhelmed after blasts in Boston

MIT professor says outage highlights need for upgrades so calls can go through during disasters

By [Michael H. Farrell](#) | GLOBE STAFF | APRIL 17, 2013

ARTICLE GRAPHIC COMMENTS (4)



BILL GREENE/GLOBE STAFF

- 9/11/2001: cell phone traffic exceeded capacity, landline trucks were severed.
- 4/17/2013: cell phone traffic exceeded capacity, service was shut down (threats)
- **BUT.... *Twitter, Facebook and other SM continued uninterrupted.***

Why Twitter Trusts the Boston Police More Than It Does CNN

BY REBECCA TUHUS-DUBROW | NEXT CITY | APRIL 15, 2014



NEWS

- Articles
- Press Releases
- HKS in the News
- Student Stories
- Alumni Stories
- Expert Testimonies
- Awards & Recognitions
- News Archive

Home > News & Events > News > Press Releases > New Report Tracks How Boston Police Leveraged Social Media during Boston Marathon Bombings

New Report Tracks How Boston Police Leveraged Social Media during Boston Marathon Bombings

Contact: Doug Gavel
Email: doug_gavel@harvard.edu
Phone: (617) 495-1115
Date: April 07, 2014

Cambridge MA. -- The very timely and effective use of social media in the hours and days following the Boston Marathon bombings may serve as a model for other law enforcement agencies in the United States. A new report, "[Social Media and Police Leadership: Lessons from Boston](#)," spotlights the ways in which the Boston Police Department (BPD) successfully leveraged its social media platform throughout the investigation to keep the community informed and engaged. The report, published as part of the New Perspectives in Policing Series by the Program in Criminal Justice Policy and Management at Harvard Kennedy School (HKS), is co-authored by former BPD Commissioner Edward F. Davis III.

HKS PolicyCast



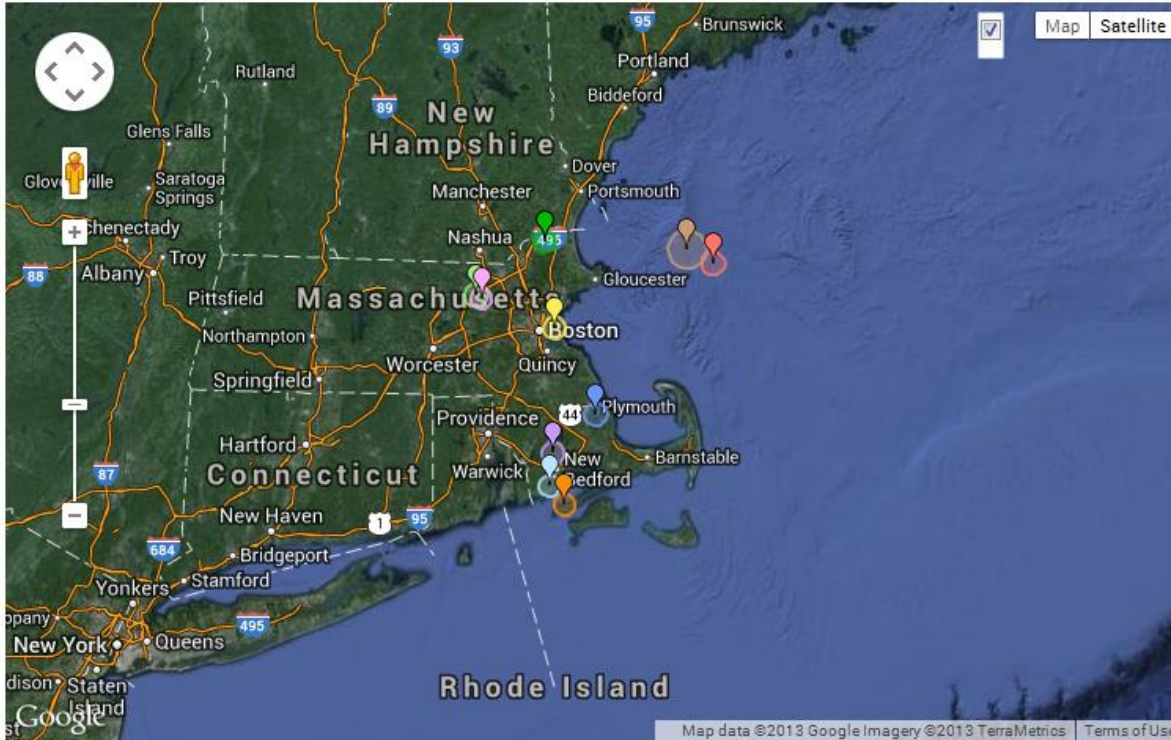
A weekly podcast featuring voices from HKS and beyond.

[MORE ▶](#)

[Social Media, Blogs and RSS](#)

[#MAPHN2014](#)

Real Scenario



- about a year ago 2.5 magnitude, 1 km depth**
Gloucester, Massachusetts, United States
- 2 years ago 2.1 magnitude, 3 km depth**
Fairhaven, Massachusetts, United States
- 5 years ago 2.3 magnitude, 2 km depth**
Winthrop, Massachusetts, United States
- 6 years ago 2.5 magnitude, 0 km depth**
Westford, Massachusetts, United States
- 6 years ago 1.8 magnitude, 0 km depth**
Haverhill, Massachusetts, United States
- 8 years ago 2.5 magnitude, 5 km depth**
Plymouth, Massachusetts, United States
- 9 years ago 2.3 magnitude, 9 km depth**
Acushnet, Massachusetts, United States
- 9 years ago 1.8 magnitude, 1 km depth**
Acton, Massachusetts, United States
- 10 years ago 2.0 magnitude, 5 km depth**
New Bedford, Massachusetts, United States
- 10 years ago 3.6 magnitude, 11 km depth**
Gloucester, Massachusetts, United States

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Background of August 2011

- Historical East Coast earthquake
- Showcased the power of SM during and emergency
- Citizens took to twitter and FB to share and to get in touch with loved ones and friends.
- Tweets before CNN, MSNBC and other mainstream media

Twitter Shakes It Up - August 2011

- The explosive effect on Twitter was obvious



FEMA's 2013 National Preparedness Report

Specifically points to the high value of social media to provide

1. Social support
2. Collect input and
3. Citizens outreach to each-other.

National Association of County and City Health Officials

The screenshot shows the NACCHO website interface. At the top, there is a navigation bar with links for 'My NACCHO', 'Event Calendar', 'Careers', 'About NACCHO', 'Contact Us', and 'Site Map'. Below this is the NACCHO logo and the tagline 'The National Connection for Local Public Health'. A search bar is located to the right of the logo. The main navigation menu includes 'Programs', 'Communications', 'Toolbox', 'Public Health Advocacy', 'Press Room', and 'Membership'. The 'Communications' section is active, displaying a list of sub-links: 'Blogs', 'Publications', 'Newsletters', and 'Social Media'. The main content area features a 'Communications' heading and a paragraph describing NACCHO's communication methods. Below this is an 'In the Spotlight' section with a widget advertisement for 'Local Health Department Search Widget Available'. A large red arrow points from the bottom left towards the widget advertisement. On the right side, there is a sidebar with options like 'Print This Page', 'E-Mail This Page', and a social sharing menu with icons for Facebook, Twitter, Gmail, StumbleUpon, Favorites, Tumblr, and Pinterest. The social sharing menu is open, showing a list of options and a 'Sign In' button.

My NACCHO | Event Calendar | Careers | About NACCHO | Contact Us | Site Map

NACCHO

National Association of County & City Health Officials

The National Connection for Local Public Health

Search NACCHO

Programs | Communications | Toolbox | Public Health Advocacy | Press Room | Membership

Communications

- » Blogs
- » Publications
- » Newsletters
- » Social Media

Communications

NACCHO engages in a variety of communication methods on key public health issues and program information. Our publications store provides access to printed and digital materials that assist local health departments (LHDs) in meeting their community's public health goals. Moreover, NACCHO seeks to engage our members and other public health professionals in conversations about important topics such as H1N1 and health reform. Connect with us and each other using our blog and social media tools.

In the Spotlight

Local Health Department Search Widget Available

A widget is an application that displays content directly on your website. This widget will enable users to search NACCHO's Local Health Department (LHD) Directory by zip code. Once you've embedded the html code on your website, the LHD contact information will automatically be updated as we receive new information. Get the widget now. [More »](#)

Print This Page

E-Mail This Page

SHARE

- Facebook
- Twitter
- Gmail
- StumbleUpon
- Favorites
- Tumblr
- Pinterest
- More... (337)

Sign In

AddThis | Privacy

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Center for Disease Control

CDC Home



Centers for Disease Control and Prevention
CDC 24/7: Saving Lives. Protecting People.™

A-Z Index: [A](#) [B](#) [C](#) [D](#) [E](#) [F](#) [G](#) [H](#) [I](#) [J](#) [K](#) [L](#) [M](#) [N](#) [O](#) [P](#) [Q](#) [R](#) [S](#) [T](#) [U](#) [V](#) [W](#) [X](#) [Y](#) [Z](#) <#>

Social Media at CDC

Current Social Media Campaigns

New outbreaks! New features!
SOLVE THE OUTBREAK

Download the iPad app today!

We've updated our popular Solve the Outbreak app. With 3 new outbreaks, it's 2x the fun! **Download it now!** and work your way to becoming a Disease Detective.

Download the iPad App

VitalSigns
Learn about the latest public health data.
[Read CDC Vital Signs™](#)

CDC Vital Signs
CDC Vital Signs, includes an MMWR Early Release, a fact sheet and website, a

GATEWAY
to Health Communication and Social Marketing Practice

Gateway to Communication Practice
The Gateway takes information from CDC and other public and private resources, and creates distinct categories, making it easier for you to find exactly what you need.

CDC Social Media Tools

- Buttons and Badges
- Content Syndication
- eCards
- Infographics
- Mobile
- Podcasts
- Widgets

[See All Social Media Tools »](#)

Connect with CDC

- [Twitter](#)
- [Facebook](#)
- [Blogs](#)
- [YouTube Channel](#)
- [Flickr site](#)
- [Pinterest](#)
- [LinkedIn](#)
- [Google+](#)

What's New

Try our New App

STD TREATMENT GUIDELINES APP

The **STD Treatment (Tx) Guide app** is an easy-to-use reference that helps health care providers identify and treat patients for STDs.

- [Email page link](#)
- [Print page](#)

Esta página en:
[Español \(Spanish\)](#)

CDC 24/7
Saving Lives. Protecting People.™
[LEARN MORE ABOUT HOW CDC WORKS FOR YOU.](#)

[Get email updates](#)
To receive email updates about this page, enter your email address:

[What's this?](#)

Contact Us:

- Centers for Disease Control and Prevention
1600 Clifton Rd
Atlanta, GA 30333
- 800-CDC-INFO
(800-232-4636)
TTY: (888) 232-6348
- [Contact CDC-INFO](#)

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Massachusetts Department of Public Health

Gateway to Health Communication & Social Marketing Practice

Gateway Home

About The Gateway

Audience

Campaigns

Research/Evaluation

Channels

Health Communication
Science Digest

Tools & Templates

Risk Communication

CDCynergy Lite

Health Communication
Social Marketing Basics

Success Stories

Social Media Tools

More Related Links

National Conference on
Health Communication,
Marketing & Media
August 20-22, 2013
Atlanta, GA

[Gateway Home](#)

Recommend

Tweet

Share

Channels



When developing a health campaign, communication program or the promotional portion of a social marketing campaign, you need to keep in mind the right channels to reach the people you are targeting with your messages. Doing your audience research up front will help identify the right channels. Appropriate distribution of your health content is critical to your campaign's success. On this page you can explore the numerous channels available to you and use them to design the best outreach strategy for your campaign.

Channels

[#MAPHN2014](#)



On Friday, October 18, 2013, the Food and Drug Administration (FDA) launched a new Twitter account called @FDAfood. The @FDAfood account is open to all Twitter users and FDA plans to use Twitter's free social network on a regular basis to keep consumers, industry, and State and local government officials up-to-date by tweeting on the latest news and information on the Food Safety Modernization Act (FSMA), food, nutrition, food additives, and dietary supplements. To sign up for this new Twitter account, go to www.twitter.com/fdafood.

Thank you,

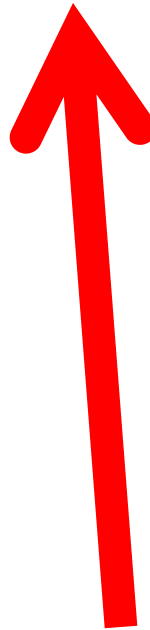
FDA/ORA

Office of Partnerships

Ph: 301.796.5390

Fax: 301.827.3588

OP Mailbox: OP-ORA@fda.hhs.gov



[#MAPHN2014](https://twitter.com/#!/MAPHN2014)

Validation

“Sharks in the streets of NJ!”



[#MAPHN2014](#)

Photoshop



#MAPHN2014

Validation

“Giant Beach ball Rolls Through City”



#MAPHN2014

St Jude and the giant beach ball

Storm damages: 10-metre-wide beach ball from top of building in Old Street, London

Sam Jones

[@whollow](#) [@whollow](#) [@whollow](#)

theguardian.com, Monday 25 October 2012 12:41 GMT

[Jump to comments \(70\)](#)



The beach ball was photographed bouncing around the east London roundabout a little before Tam. Photograph: [Bernard Yu/GuardianWitness](#)



In scenes of improbable urban havoc seldom witnessed since the giant, Slay Pu's Marshmallow Man rampaged through Manhattan in Ghostbusters, an enormous beach ball deluged from its rooftop perch by the St Jude storm briefly threatened to bring chaos to the streets of east London on Monday morning.

The 10-metre-wide ball, which has sat on top of a building on Old Street roundabout since April, fell to earth in the early hours and was photographed bouncing around the area a little before Tam.

It had been tethered there by Clerkenwell, London, which is redeveloping the site to build a 16-storey office block that, it says, will be so energy-efficient that it will save 102 tonnes of CO2 each year – the equivalent of 102 of the oversized beach balls.

Pictures were quick to hit Twitter but the rogue sphere's fame was short-lived. Less than two hours later, it had been burst and lay, sad and deflated, between an Islington council car and the island at the roundabout's centre.



October 2012
(multiple pictures,
multiple sources)

[#MAPHN2014](#)

What can Social Media do for me?

Benefits of Social Media

- Demonstrates forward thinking leadership
- Generates interest for events
- Promotes health campaigns
- Provides real-time support for the public
- Drives people to content and information
- Increases online visibility
- Bridges communication

Common reasons for not using SM (or not using it *more*)

- Not knowing the value of social media
- Unfamiliar user base
- Lack of experience
- Fear of reputation or identity risks
- Perception that SM are superficial
- Perception that SM is unreliable
- I am too old, SM is too new

FACEBOOK



TWITTER



#MAPHN2014

How Does A Facebook Page Work?

- Pages are for organizations, brands and public figures.
- By creating a FB page, you essentially have a FREE mini-website that helps further establish your work
- PFB pages allow you to engage and interact with a huge number of other FB users
- People can “LIKE” and become connected to your page.
- They will then see your live news feed in their home profile and receive updates from you.
- Your twitter account can be linked to your facebook account.

How does Twitter work?



- To set up an account: Go to www.twitter.com, and enter your full name, email address and the password you want to use for your account.
- Follow people, organizations, events. (You can search for colleagues and leaders in Public Health)
- Set up your profile
- Write posts (“Tweets”) of 140 characters including spaces.
- Link to your Facebook or other SM sites

Helpful Hints

- If you are not doing some form of social media, do it NOW.
- If you wait until it is needed, it will be too late.
- Decide clearance and publishing authorities for your page or maybe a social media expert for your department or town.
- Social Media is not separate from your work but rather a part of your work.
- Integrate social media with your standard practices.

Helpful Hints

- Do use your page for MORE than publishing information.
- Use your FB page to receive feedback and involve your community.
- Don't engage trolls.
- Delete inappropriate comments from FB feed.
- Wash, rinse and re-tweet.

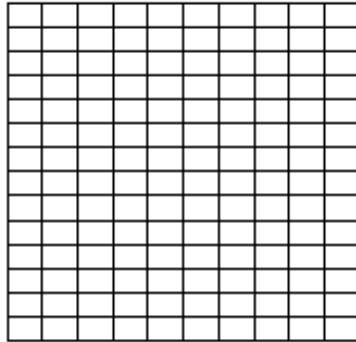
Questions?
Discussion?
Ready to try?
Get out your electronics and
LET'S TWEET!



[#MAPHN2014](#)

Practice time...

Compose a tweet using no more than the limited 140 characters permitted including punctuations, spaces and other keyboard characters.



Examples of message reduction

There will be a flu clinic in Framingham at Town Hall Room 221 on Wednesday November 6th, 2013 from 4pm to 8pm for all ages 6 months and up. Both flu shots and flu mist will be available. If you have health insurance, please bring your health insurance cards with you. (201 characters)

Flu Clinic 11/6/13 4-8pm Framingham Town Hall all ages 6 months & up with either flu shot or flu mist. If you have health insurance please bring your card. (157 characters)

Framingham Free Flu Clinic in Town Hall Room 221 on Wed. Nov. 6th from 4-8 pm for all ages 6 months and up. Shots and mist avail. Bring health ins. card. (155 characters)

Actual tweet:

Framingham Flu Clinic Town Hall Rm 221 Wed. 11/6 from 4-8pm All ages 6 mo. & up. Shots & mist avail. If you have health ins, bring card (136 characters)

#MAPHN2014