Welcome to the 2014 MAPHN Leadership Program

#MAPHN2014
The Role of Social Media in Emergency Preparedness & Response

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Immediate Past President MAPHN

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

Then came.....

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Technology

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“What is Social Media? ”

Facebook, Twitter, LinkedIn, Pinterest, Facebook, Twitter, Digg, YouTube, Google Plus, Tumblr

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Social Media in 2005-2009

• In 2006, *MySpace* was the 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.

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Social Media Explained

Facebook (MAPHN.org)

Foursquare

Woburn, MA Hotel

Instagram

Here is a picture of me at MAPHN

YouTube

Operation Stand Down with MAPHN

LinkedIn

I attended MAPHN Conference 04/01/2014

Twitter

#MAPHN2014 Looking forward to the Annual Conference tomorrow!

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# SOCIAL MEDIA TOOLS

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

<table>
<thead>
<tr>
<th>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. Post comments, share your stories and keep track of the latest information.</th>
</tr>
</thead>
<tbody>
<tr>
<td>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. Tune in for informational videos produced by FEMA, NOAA, and American Red Cross.</td>
</tr>
<tr>
<td>TWITTER: In 140 characters or less, brief messages (aka “tweets”) provide followers with specific information in a timely manner. Those who “tweet” can stay up-to-date and by following on-going developments in a disaster situation via their cell phones.</td>
</tr>
<tr>
<td>WIDGETS: Add a badge to your website which allows your audience to find specific hurricane-related information. This predesigned tool is similar to a “box score” which includes direct links such as how to apply for assistance.</td>
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<tr>
<td>MOBILE SITE: Cell phone users with internet connectivity can access a basic easy-to-load webpage designed specifically for fast downloads. Log on for information on what to do before, during and after a disaster by visiting fema.gov on your mobile phone.</td>
</tr>
</tbody>
</table>

**FACEBOOK:**
www.facebook.com/fema  
www.facebook.com/ncrcross  
www.facebook.com/usnoaagov

**YOUTUBE:**
www.youtube.com/fema  
www.youtube.com/usnoaagov  
www.youtube.com/user/AmRedCross

**TWITTER:**
www.twitter.com/femainfocus  
www.twitter.com/craigmfema  
www.twitter.com/usnoaagov  
www.twitter.com/usoceanagov  
www.twitter.com/redcross

**WIDGETS:**
www.fema.gov/help/widgets  
www.nhc.noaa.gov/widgets

**MOBILE SITE:**
www.fema.gov  
www.redcross.org/comert  
www.noaa.gov/socialmedia

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

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Even the “Feds” rely on Social Media

#MAPHN2014
Time: 2:49 pm

#MAPHN2014
Time: 2:50 pm

Meanwhile, on Twitter:

- Kristen Surman (@KristenSurman): "Holy shit! Explosion!"
  - Lori (@BlancoDiddy): "...explosion?!?!?"
  - E (@desertlife): "OMG... please be careful"
  - Gwen Doyle (@gwenndoyle): "@KristenSurman u ok? #wtf"
  - Ashley Woods (@ashleyymw): "@kristenSurman what?!?"
  - Kristen Surman (@KristenSurman): "@desertlife xo"
  - Kristen Surman (@KristenSurman): "I love you. I'm so glad to see you tweet."
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!!!

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."

Mayor Tom Menino @mayortommenino
"We got him" #oneboston pic.twitter.com/8ZWynyRmzk
8:50 PM - 19 Apr 2013
19,540 RETWEETS 5,237 FAVORITES

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The influence of the public

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

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Katrina BSM
(Before Social Media)
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.

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Social Media and Emergencies

- 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.

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NEW REPORT TRACKS HOW BOSTON POLICE LEVERAGED SOCIAL MEDIA DURING BOSTON MARATHON BOMBINGS

Contact: Doug Gavel
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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.
Real Scenario

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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

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Twitter Shakes It Up - August 2011

- The explosive effect on Twitter was obvious

Within a minute of today's earthquake, there were more than 40,000 earthquake-related Tweets.
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.

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National Association of County and City Health Officials

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 popular 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 →

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Center for Disease Control

Social Media at CDC

Current Social Media Campaigns

New outbreaks! New features! SOLVE THE OUTBREAK

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.

CDC Vital Signs

Learn about the latest public health data. Read CDC Vital Signs Early Releases, a fact sheet and website, and a series of social media campaigns via Vital Signs. CDC Vital Signs shares important public health issues.

Gateway to Health Communication and Social Marketing

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

Connect with CDC

Twitter
Facebook
Blogs
YouTube Channel
Flickr site
Pinterest
LinkedIn
Google +

What's New

Try our New App

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

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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.
On Friday, October 18, 2013, the Food and Drug Administration (FDA) launched a new Twitter account called @FDAAfood. The @FDAAfood 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](http://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
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 ditches 10-metre-wide beach ball from top of building in Old Street, London

The beach ball was photographed bouncing around the east London roundabout a little before 7am. Photograph: Damon Yu/GuardianWitness

In scenes of improbable urban havoc seldom witnessed since the giant Stay Puft Marshmallow Man rampaged through Manhattan in Ghostbusters, an enormous beach ball deregistered 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 7am.

It had been tethered there by Derwent 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 185 tonnes of CO2 each year – the equivalent of 122 of the supersized 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 burnt and laid, sad and deflated, between an Islington council car and the hand at the roundabout’s centre.

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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

#MAPHN2014
FACEBOOK

TWITTER

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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.

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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

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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.

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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.

#MAPHN2014
Questions?
Discussion?
Ready to try?
Get out your electronics and
LET’S TWEET!

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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)

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