



Emergency Communications and Social Media



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Emergency Communication



- The U. S. Homeland Security has a National Emergency Communications Plan which states:

Emergency communications is a shared mission across all levels of government, the private sector, nongovernmental organizations, and even the public.



Emergency Communication

Emergency Communications

The means and methods for exchanging communications and information necessary for successful incident management.



Principles of Communication in Disasters



- The principles of communication in disasters is based on the concepts of:
 - Interoperability
 - Reliability
 - Scalability
 - Portability
 - Resistance, and
 - Redundancy of information and communications systems.



Principles of Communication in Disasters



- Interoperability - the ability to communicate with all the institutions in the work area.
- Reliability - will work when we need it.
- Scalability - can grow as the scale of the emergency increases.



Principles of Communication in Disasters

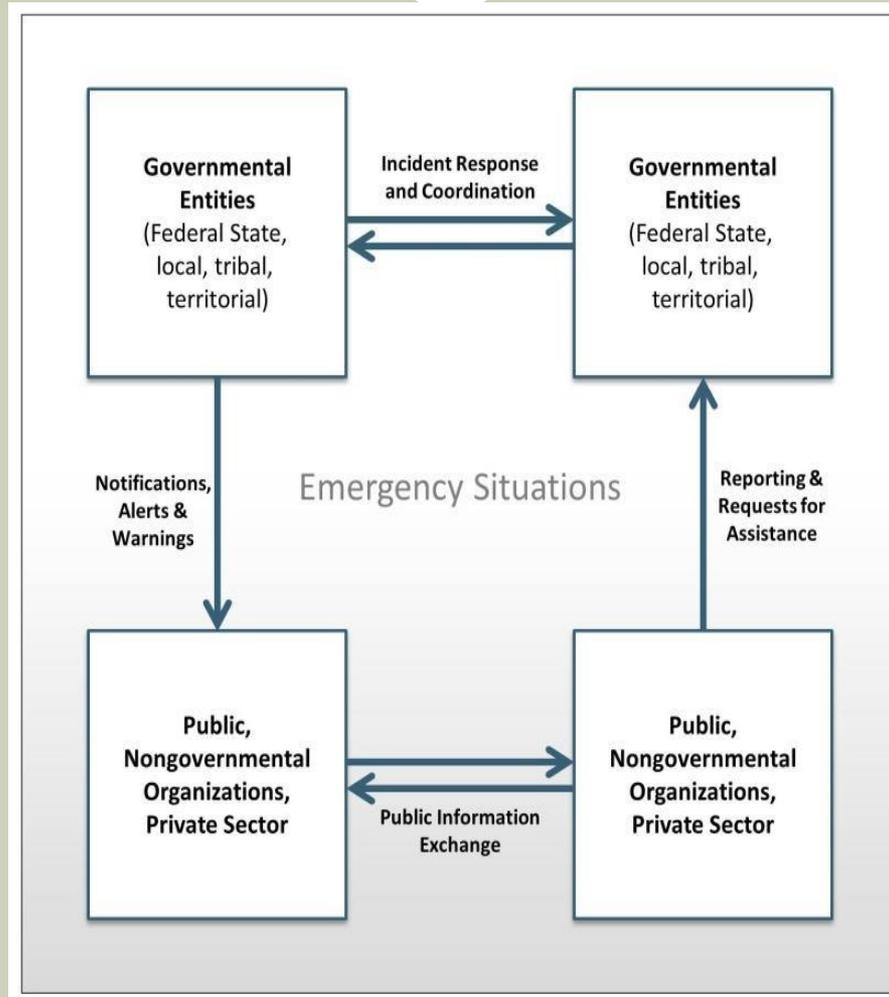


- Portability - can be used in the work area or wherever needed.
- Resistance - can withstand disasters such as earthquakes, storms, terrorist attacks, extreme conditions.
- Redundancy - backup equipment including spare parts and alternative systems.



Emergency Plan Eco-System

Source: *Homeland Security National Emergency Communications Plan, 2014*



Equipment



- Portable Radios
- Radio Repeaters
- Phones – Conventional, cellular, satellite, etc.
 - Land mobile devices
- Data – Fax, text, email
- GPS and location sensitive devices
- Messenger– Person to person



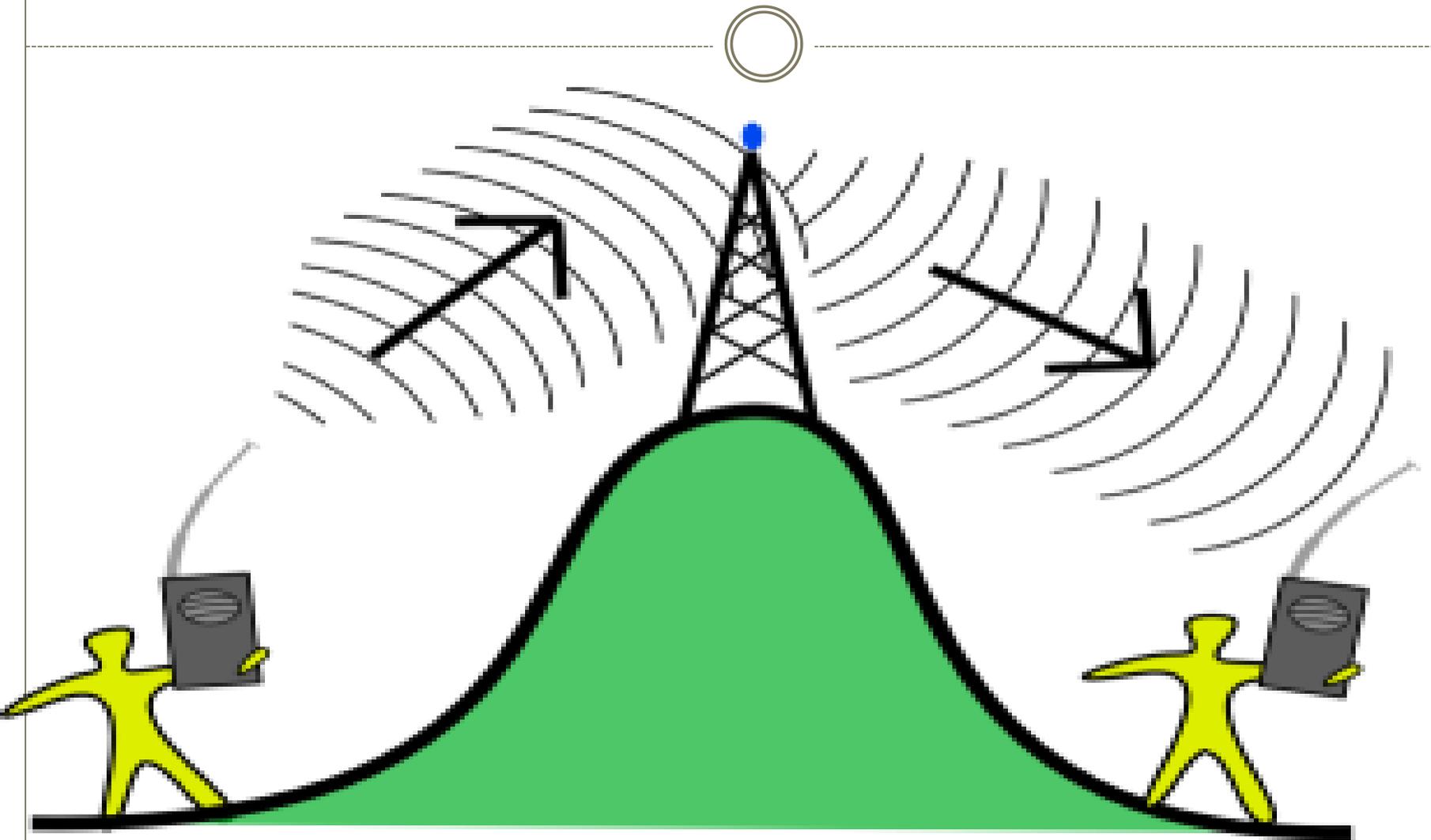
Portable Radio Base



- Employ and maintain communication in the event of an emergency.
- Connectivity between institutions.
- Redundant backup system.



Radio Repeaters



Portable Repeaters



Telephones/ Satellite Phones



Messengers



What is Communicated?



“My short-term goal is to bluff my way through this job interview. My long-term goal is to invent a time machine so I can come back and change everything I’ve said so far.”

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memes.com



Probable Issues



- Loss of electricity.
- Weakness of conventional facilities and support systems.
- Interoperability/communication between institutions in the work area.
- Loss of access to internet.
- Safety and security in case of transmission of sensitive information.



Success in Communication



- Interoperability/communication between institutions - Boston Bombings April, 2013

Emergency Communications during the Boston Marathon Bombings – April 2013

“Interoperability was a success story. Over the years, millions of dollars have been invested under local, regional and state interoperability plans, and our investments in mutual aid channels, tactical channel plans, radio towers, new radios, and specialized training allowed first responders, as well as command level personnel, to effectively communicate by radio between agencies, between disciplines, and between jurisdictions.”

- **Kurt N. Schwartz**, Undersecretary for Homeland Security & Homeland Security Advisor Director,
Massachusetts Emergency Management Agency
Testimony before the House Homeland Security Committee



Example of Communication Need



- An arriving aircraft has had turbulence in the air and all 150 passengers have experienced some kind of injury or stress.
 - First, who will start the communication?



Example of Communication Need



- Who will then communicate from the Airport to get additional medical assistance?



Example of Communication Need



- Who helps the passengers on the airplane with their injuries?



Example of Communication Need



- Who is communicating to whom?
 - ✦ How do we know where the injured passengers have been taken?
 - ✦ How will their loved ones meeting them at the Airport know where to go?

- Who is responsible for communicating this information?



What Role Does Social Media Play?



- Some of the people at the airport have their smartphones out and are videotaping the action once the airplane has stopped. The images/ videos are being texted to others / posted on social media.
- Do they have a right to do this?
- What can the Airport do?



Social Media Platforms for Emergencies



- ❑ Social media can be a useful tool to enhance emergency management.
- ❑ Social media tools can be used to quickly disseminate notifications, warnings, and public information associated with crises and emergencies.



Social Media for Emergencies

Caribbean Journal @CaribJournal · Sep 15

St. Kitts "Ready to Welcome Visitors" goo.gl/fb/6VnRNe #news #airport #cruise #hotels #hurricaneirma #resorts



St. Kitts "Ready to Welcome Visitors"

The island's airport, cruise port and all tourism providers are "open and resuming normal operations," the island's tourist board said in a statement.

caribjournal.com

5 1

IFRC Americas @IFRC_es · Sep 13

LIVE from Antigua **airport**, where a cargo of relief items has just arrived. #Antigua & #Barbuda #RedCross President explains. #HurricaneIrma



12 15

Aeropuerto Internacional Luis Muñoz Marín - Puerto Rico

Like This Page · 3 hrs · 9

AtMariasPR Paso conocido el estatus de su vuelo, favor de verificar el siguiente enlace! To know the status of your flight, please check the follow link: <http://www.puerto-rico.com/press/actualidad/> See Translation

Like Comment Share

336 Top Comments

2,859 Stories 281 Comments

Pachin Melendez Los agradezco que cuando voy en avión por la zona voy en control de la zona y a los compañeros. Buen trabajo, buena y por favor me disculpe si me he equivocado por un momento de lo ocurrido. See Translation

Like Reply 10 · 1 hr

Ruth Mariel Orozco Yo, guys are amazing!!! Thanks for the bottom of my heart as I know that x

AEROSTAR
PUERTO RICO

AVISO

El Aeropuerto Luis Muñoz Marín está listo para recibir operaciones militares y de rescate el día de hoy a partir del medio día, las líneas aéreas podrán operar a partir de mañana Viernes de acuerdo a sus protocolos. Operaremos con plantas de emergencia, por lo que no habrá aire acondicionado y estaremos limitados a ciertos servicios. Le sugerimos confirmar su vuelo directamente con la aerolínea antes de dirigirse al aeropuerto.

NOTICE

Luis Muñoz Marín Airport is ready to receive military and rescue operations today from midday, airlines will be able to operate from tomorrow Friday according to their protocols. We will operate with emergency plants, so there will be no air conditioning and we will be limited to certain services. We suggest you confirm your flight directly with the airline before heading to the airport.



Benefits of Social Media Use for Emergencies



- People increasingly seeking information on social media after an incident. Some pre-program their social media to alert them when certain events occur.
- “Citizen journalists” stream content from the emergency site offering a firsthand and rapid look at the scene of an emergency.



Benefits of Social Media Use for Emergencies



- Provides responders with a better environmental and situational awareness needed to provide appropriate levels of response.
- Can be used to manage the reactions and needs of the impacted passengers, families, and the public.



Social Media Best Practices in an Emergency



Social media best practices in responding to an emergency:

- **Awareness:** Identifying potential social media trending as it develops;
- **Timeliness:** Responding quickly to social media concerns;
- **Proper use of resources:** Employing factual responses; utilizing subject matter experts as needed;



Social Media Best Practices in an Emergency



Social media best practices in responding to an emergency:

- **Appropriate tone:** Showing empathy by using appropriate level of (in)formality in response;
- **A consistent channel:** Responding to/resolving the crisis in the originating social media channel.



Social Media Planning



- Does your organization currently use social media in the event of an emergency? If so, who is in charge of it?
- How do the organizations coordinate social media – and the public awareness of the situation?



Who Communicates to Coordinate Agencies?



Government of St. Vincent & the Grenadines
MINISTRY OF
Health, Wellness
& The Environment



QUESTIONS?



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