

Social Media & Human Factor in time of crisis: making the difference

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Abstract

According to eMarketer report “Worldwide Social Network Users: 2013 Forecast and Comparative Estimates,” nearly one in four people worldwide will use social networks in 2013.

How to make the most of such powerful resource in time of crisis?

The suggested approach is founded upon seven pillars sustaining the crucial asset of information, all springing from the human factor: a combination of strategy, teamwork, preparedness, knowledge, reputation, trust building and timing which leads to the successful management of information through Social Media, in order to develop resilient communities ready to respond to emergencies.

The time is now

“Many people do not realize that they carry a potentially life-saving tool with them in their pockets or purses every day” is the statement made by W. Craig Fugate, Administrator of FEMA.

The widespread diffusion of computers, cell phones, smartphones and internet access drove the Social Media phenomenon to become part of everyday's life of one in four people worldwide.

As “in an emergency, you must treat information as a commodity as the more traditional and tangible commodities like food water and shelter”, what should be taken in account?

Besides what technology can and will offer, people stand in the spotlight: the human factor is the key to the development of resilient communities, prepared and able to cope with any kind of emergency.

Our experience with the Province of Alessandria taught us about a number of crucial aspects of

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Bibliography

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