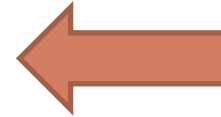


CHASING EXPECTATIONS:

HOW THE FLOW OF INFORMATION DURING A
DISASTER HAS CHANGED AND WHAT WE CAN DO TO
KEEP UP

BY KYLE CLAYTON AND KRISTIN SAMULKEWITSCH

TRADITIONAL METHODS: COMMUNICATION



Press/News Release

Websites

Cell Phone Alerts

Radio Broadcasts

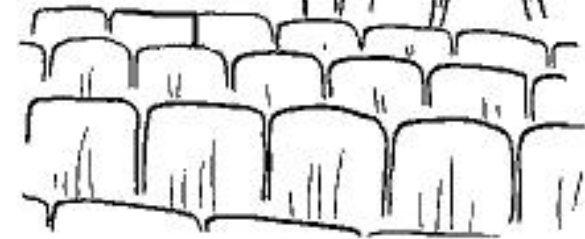
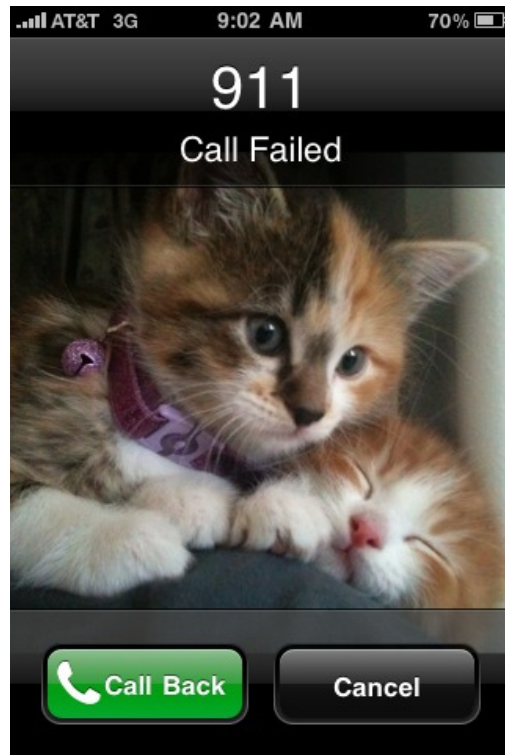
Door – To – Door



911 For Emergencies

311 For Non-Emergencies

ISSUES WITH TRADITIONAL METHODS



Speaking to An Empty Audience

**COMMERCIAL
BREAK**

ANALOG DAMAGE ASSESSMENT

Rapid
assessment



Performed by
responders/
briefing EOCs on
what the
responders are
seeing in the field

ANALOG DAMAGE ASSESSMENT

State Initial
Assessment



Gathering more detail
about the damages to
determine whether or
not a declaration is
necessary

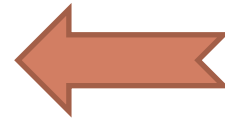
ANALOG DAMAGE ASSESSMENT

FEMA Assessment

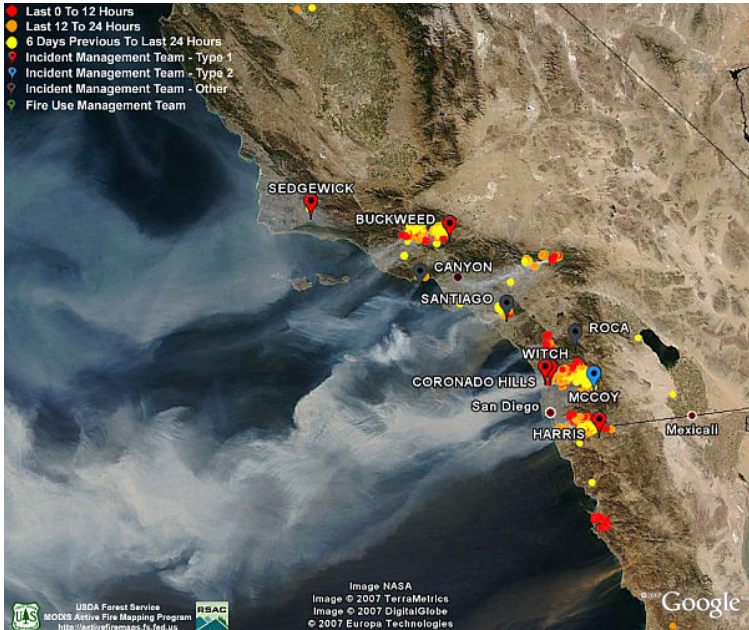


Occurs once a Statewide Declaration has been made. FEMA works with state and local authorities to gather info for the president

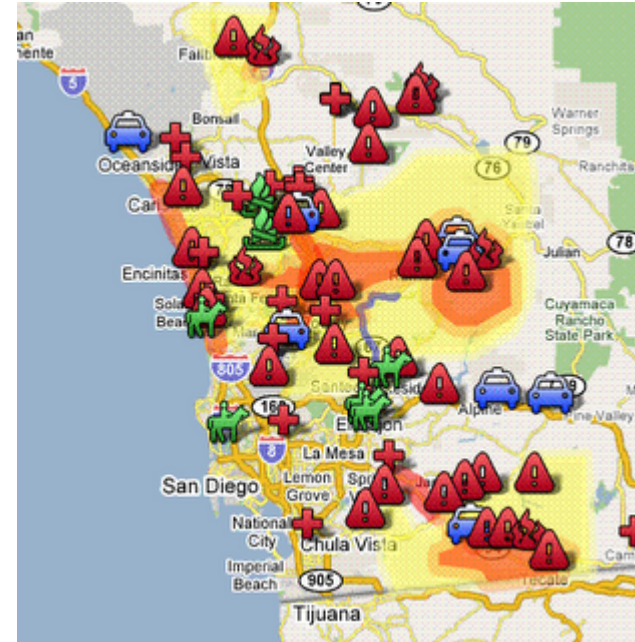
SHIFT IN ROLES OF THE PUBLIC



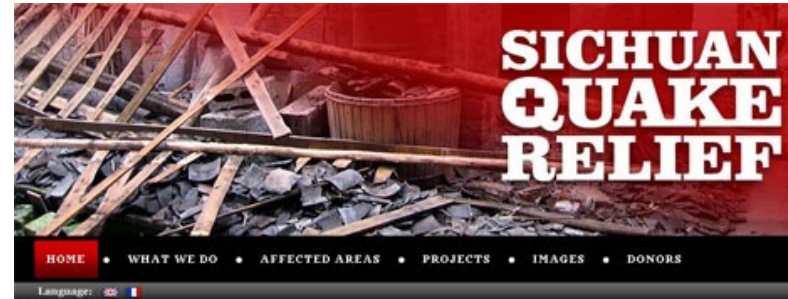
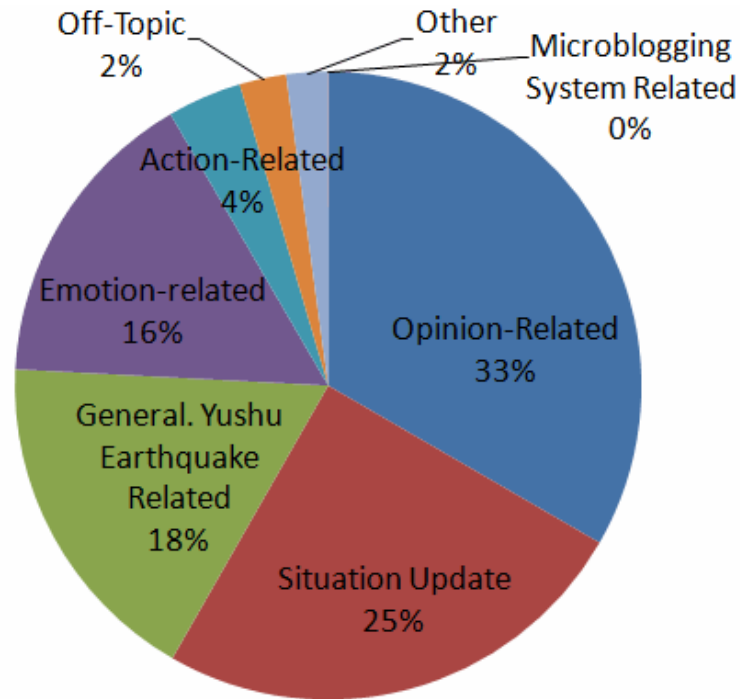




SAN DIEGO WILDFIRES 2007



SICHUAN PROVINCE EARTHQUAKES 2008



Earthquake Relief Operation

What we do

Sichuan Quake Relief is a non-profit, humanitarian organization, coordinating small-scale projects to improve the lives of people affected by the May 12th, 2008 7.9 magnitude earthquake. Sichuan Quake Relief identifies the specific needs of remote communities that may not receive immediate assistance, sends out appeals, collects funds and supplies, and coordinates their delivery.


Administrative costs are nil.


Who we are


AFFECTED AREAS:



TWITTER USE BY THE PUBLIC

 @ 1 Sep
@nolaready power line on the ground on 18th st. in Lakeview. Looks as if line fell from house hookup. Driving around Lakeview assessing.
Details
9:42 AM - 1 Sep 12 · Details

 @ 1 Sep
@nolaready tree down between bellaire drive and 14th st in Lakeview. One lane passable.
Details
9:44 AM - 1 Sep 12 · Details

 @ 1 Sep
@nolaready power pole leaning over street on 32nd st and fleur de lis in Lakeview. Power line ok, but pole needs to be straightened.
Details
9:48 AM - 1 Sep 12 · Details

 @ Follow

Tree down a freret and Dante #Isaac
@nolaready pic.twitter.com/pzW7chul

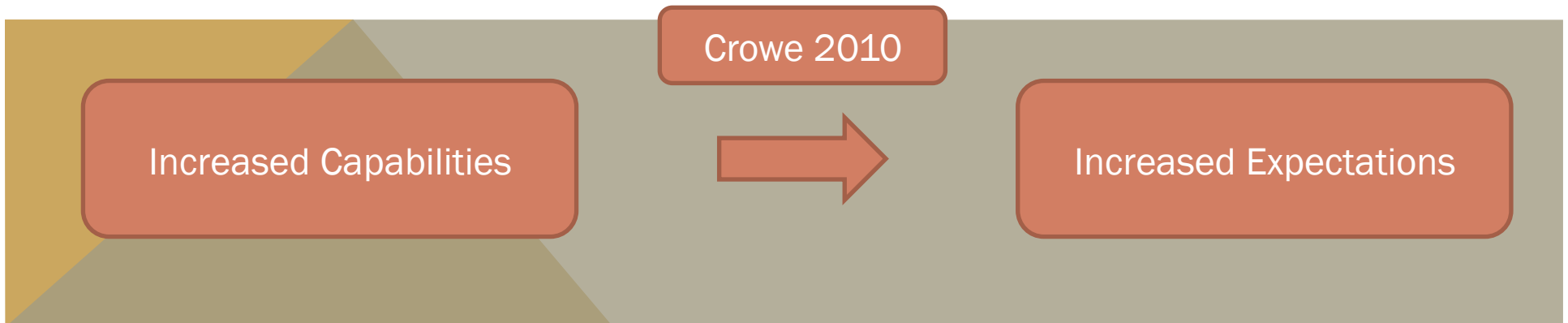
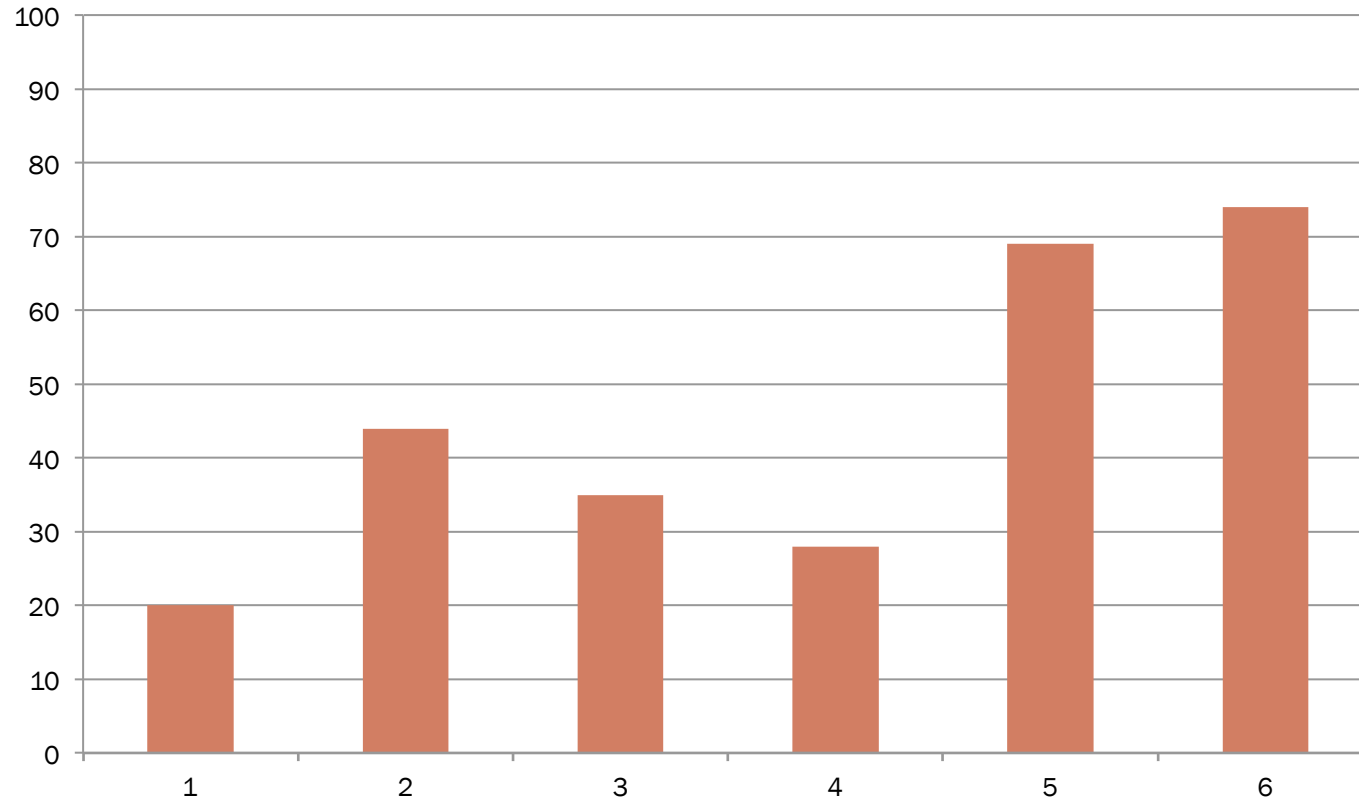
Reply Retweet Favorite More



2:10 PM - 30 Aug 12 Flag media

 **@FDNY** the address is 6940 Burchell Ave Rockaway NY ^{BTWN} 69thst & 72ndst . Newborn baby trapped on 3rd floor with 3 adults 1 dog and 1 cat
from New York, NY

DEVELOPING EXPECTATIONS



“Based on these findings, it is operationally, ethically and politically irresponsible for local emergency management organisations simply to try and ignore social media's impact on their response” (Crowe, 2010).



MEETING EXPECTATIONS: VIRTUAL OPERATIONS SUPPORT TEAM



FDNY SOCIAL MEDIA: HURRICANE SANDY



FDNY @FDNY

Oct 30

PLEASE NOTE: *Do not* tweet emergency calls. Please call 911. If it is not an emergency, please call 311. [#NYC](#) [#Sandy](#)

Expand



NOLA READY



A screenshot of a tweet from the account 'NOLA Ready' (@nolaready). The tweet text reads: '4:45am update of all reported street flooding/blocks/tree down/streetlight issues since #Isaac hit is up at ready.nola.gov. #NOLAready'. Below the text are interaction icons for Reply, Retweet, Favorite, and More. The tweet shows 4 retweets and 1 favorite, with small profile pictures of the users who interacted. The timestamp is '5:45 AM - 29 Aug 12'. The account name and handle are at the top left, and a 'Follow' button is at the top right.

 **NOLA Ready**
@nolaready

4:45am update of all reported street flooding/blocks/tree down/streetlight issues since #Isaac hit is up at ready.nola.gov. #NOLAready

← Reply ↻ Retweet ★ Favorite ⋮ More

4 RETWEETS 1 FAVORITE

5:45 AM - 29 Aug 12



AGGREGATING INFORMATION



NOLA Ready
@nolaready

4:45am update of all reported street flooding/blocks/tree down/streetlight issues since #Isaac hit is up at ready.nola.gov. #NOLAready

← Reply ↻ Retweet ★ Favorite ⋮ More

4

RETWEETS

1

FAVORITE



5:45 AM - 29 Aug 12



FDNY @FDNY

Nov 7

Food/water/blanket distribution locations: nyc.gov/html/misc/html
... Locations of trucks with hot food: [nyc.gov/html/oem/html/...](http://nyc.gov/html/oem/html/)
#Sandy

[Collapse](#) ← Reply 🗑 Delete ★ Favorite ⋮ More



c

a @c

3

Nov 6

@FDNY my Best Friend is resident at Brown. He has 10-15 DRs that want to come and help ASAP. Where are they most needed in NYC? #sandy

Expand



FDNY @FDNY

Nov 6

@c 3 Hardest hit areas have most need. Don't know where they're putting drs, but should find some info here: nyc.gov/html/index.html

🗑 Hide conversation ← Reply 🗑 Delete ★ Favorite ⋮ More

THREAT OF MALICIOUS INFORMATION/ MISINFORMATION

YEAH I
FROM
ABOUT
#SAND

← Reply →

4
RETWEETS

10:19 PM - 1

RT @ This is amazing - Daily Mail completely suckered in by storm loot hoaxers #SandyLootCrew dailymail.co.uk/news/article-2...

← Reply ↻ Retweet ★ Favorite ⋮ More

'Even momma got outta her house to loot me a new shirt': Looters brag...

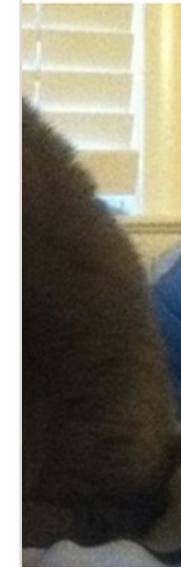
Several brazen thugs have robbed their neighbors and their local shops of and have taken to Twitter to brag about thefts of everything from cats to shirts.

Daily Mail Online @MailOnline - Follow

11:54 AM - 2 Nov 12

Flag media

58m
JUS STOLE A




T
DO
TO
#SA
Exp

CONTROLLING RUMOR/MISINFORMATION

 **9** [.r @9](#) F Oct 30
#BREAKING 9 METROTECH CENTER @FDNY HEADQUARTERS BEING EVACUATED BY @NationalGuard BOATS.
#SANDY #9 F
Expand

 **FDNY** @FDNY Oct 30
[@9](#) F FDNY HQ is not being evacuated.
[Hide conversation](#) [Reply](#) [Delete](#) [Favorite](#) [More](#)

 **FDNY** @FDNY Oct 30
There is much misinformation being spread about #Sandy's impact on #NYC. You can get reliable info from @NYCMayorsOffice, @NotifyNYC & us.
Expand

DIRECT COMMUNICATION WITH THE PUBLIC

The image shows a screenshot of a Twitter thread. The top tweet is from a user named Clay (@clay) dated 29 Aug, mentioning flooding in lakeview. Below it is a tweet from @nolaready, dated 29 Aug at 11:11 AM, reporting a downed power line and pole blocking Diana St. in Algiers. This tweet has been retweeted by NOLA Ready (@nolaready) at 11:18 AM. The NOLA Ready retweet includes a yellow diamond logo with 'NOLA READY' and the text: 'We're on it! #OneTeam #NOLA @clay @nolaready Down power line and pole blocking Diana St. in Algiers. Between Sumner and Wagner St.' The retweet also shows 6 retweets and four profile pictures of users who retweeted. The background shows parts of other tweets, including one mentioning 'flooded in lakeview. Louis XIV &' and another mentioning 'getting lots of reports' and 'end cross streets?'.

Clay @clay 29 Aug
flooded in lakeview. Louis XIV &
New Orleans, LA · Details
Follow

@nolaready 29 Aug
Down power line and pole blocking Diana St. in Algiers. Between Sumner and Wagner St.
Details Reply Retweet Favorite More
11:11 AM - 29 Aug 12 · Details

NOLA Ready @nolaready Follow
We're on it! #OneTeam #NOLA
@clay @nolaready Down power line and pole blocking Diana St. in Algiers. Between Sumner and Wagner St.
Reply Retweet Favorite More
6 RETWEETS
TRAFFIC RPT
11:18 AM - 29 Aug 12

getting lots of reports
end cross streets?
dy
More

29 Aug
d Lane. 1 block west of Canal. 2
Favorite More
New Orleans, LA · Details

THE ONLY COMMUNICATION WITH THE PUBLIC

 **E S @C** S Oct 30
@FDNY ppl stranded on w16 between mermaid and neptune/major flooding
Expand

 **FDNY @FDNY** Oct 30
@C S Please try calling 911. I will try dispatchers as well.
Hide conversation Reply Delete Favorite More
10:35 PM - Oct 29, 2012 - Details


 **B S @C** S Oct 30
@FDNY Thanks 4response/Flood rising since 6pm.2860 rear W16th,1st Fl. Callid earlier.No word yet.
Expand


 **M** @m Oct 30
My friends' parents who are trapped on #Statenisland are at 238 Weed Ave. Water almost up to 2nd flr. #sandy cc @fdny
Expand


 **FDNY @FDNY** Oct 30
@m @j I have contacted dispatch. They will try to send help as soon as they can.
Hide conversation Reply Delete Favorite More


 **M** @m Oct 30
Just got word my friend's parents in Staten Island, who were stranded, were picked up by @fdny. She's very relieved.
Expand

 **J d** @J Oct 30
@C E I'm trapped on my house and the road is a raging river. There is no safe. It's filling up and I have no where to go.
Reply Retweet Favorite More

 **R** @R h Oct 30
@FDNY my sis family at 78th St155-22 Howard Beach Queens NY 11414, water rising 12 ft need help 7186745977,1st floor drowned, kids scared
Expand

 **FDNY @FDNY** Oct 30
@R h Please keep trying to call 911. I will try to reach dispatchers now.

 **R** @R h Oct 30
@FDNY Thank you , water resceding but help required many many kids in neighborhood very scared & stranded 155-22 78th st, Queens 11414
Expand

 **E t @E** 3 Oct 30
"@D a: 911 is not answering. our super is trapped in the parking garage and needs help. 90 west st." @fdny
Expand

TIMELINESS = RETENTION = TRUST

2:21 PM - 14 Sep 12 - Details



NOLA Ready @nolaready

14 Sep

Check out today's #NOLAdbris Removal Map, showing where & what contractors working today across #NOLA. bit.ly/UTw4SI

Expand



Michel Brewer @MichelBrewer

14 Sep

@nolaready U said to call 311 and let them know debris was on street so it could be noted for pickup, two different agents there said not us

[Collapse](#)

2:21 PM - 14 Sep 12 - Details



NOLA Ready @nolaready

14 Sep

@MichelBrewer: I'm so sorry to hear that. Please DM us your info and I will make sure ticket gets in.

[Collapse](#)

2

RETWEETS



2:33 PM - 14 Sep 12 - Details

2:33 PM - 14 Sep 12 - Details



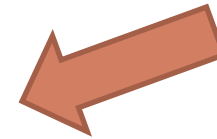
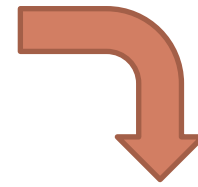
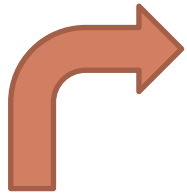
Michel Brewer @MichelBrewer

14 Sep

@nolaready Will do thanks for the quick response!

Expand

PROPER IMPLEMENTATION









SEMINOLES.COM

QUESTIONS?



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