



Risk and Crisis Communication: Opportunities and Challenges of Social Media

TIEM - 31 October 2013

The advent of social media

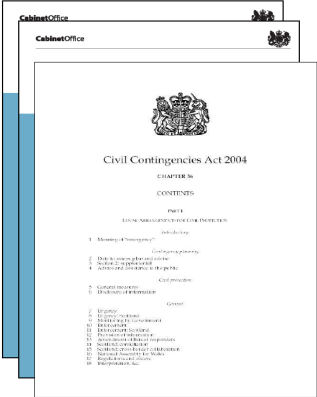
Learn

- How to **use social media** and social networks for risk and crisis communication, e.g.:
 - Use as an awareness tool
 - Use as a one-way communications tool
 - Use as a two-way communications tool
 - Use as a tool to leverage networks as a resource in response efforts, adding functions as time goes on, such as: situational awareness and crisis mapping via crowd-sourcing; receiving requests for assistance; and mobilising citizens to achieve communal goals.
- How to **manage social media** in such a way that it contributes to effective risk and crisis management. Here, governments need to design relevant *policies* adapted to their country.

The UK Context

The duty to communicate with the public:

- Duty on emergency responders to make the public aware of the risks of emergencies and how emergency responders are prepared to deal with them
- To maintain arrangements to warn the public that an emergency has occurred, or is about to occur.



Presentation from Anita Friend, UK Cabinet Office at the OECD/IRGC workshop on Crisis Communication and Social Media, Geneva, June 2012

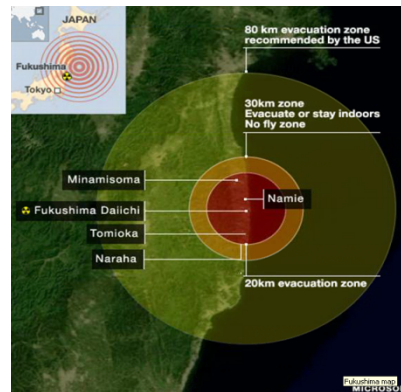
Talking of crisis communication: Could have they done differently?

- BP Deepwater Horizon Platform



[Anchor handling tugs](#) combat the fire on the *Deepwater Horizon* while the [United States Coast Guard](#) searches for missing crew. Wikipedia

- Fukushima, 2011



- Eyjafjallajökull eruption, 2010



The revolution of the printing press



Guthenberg

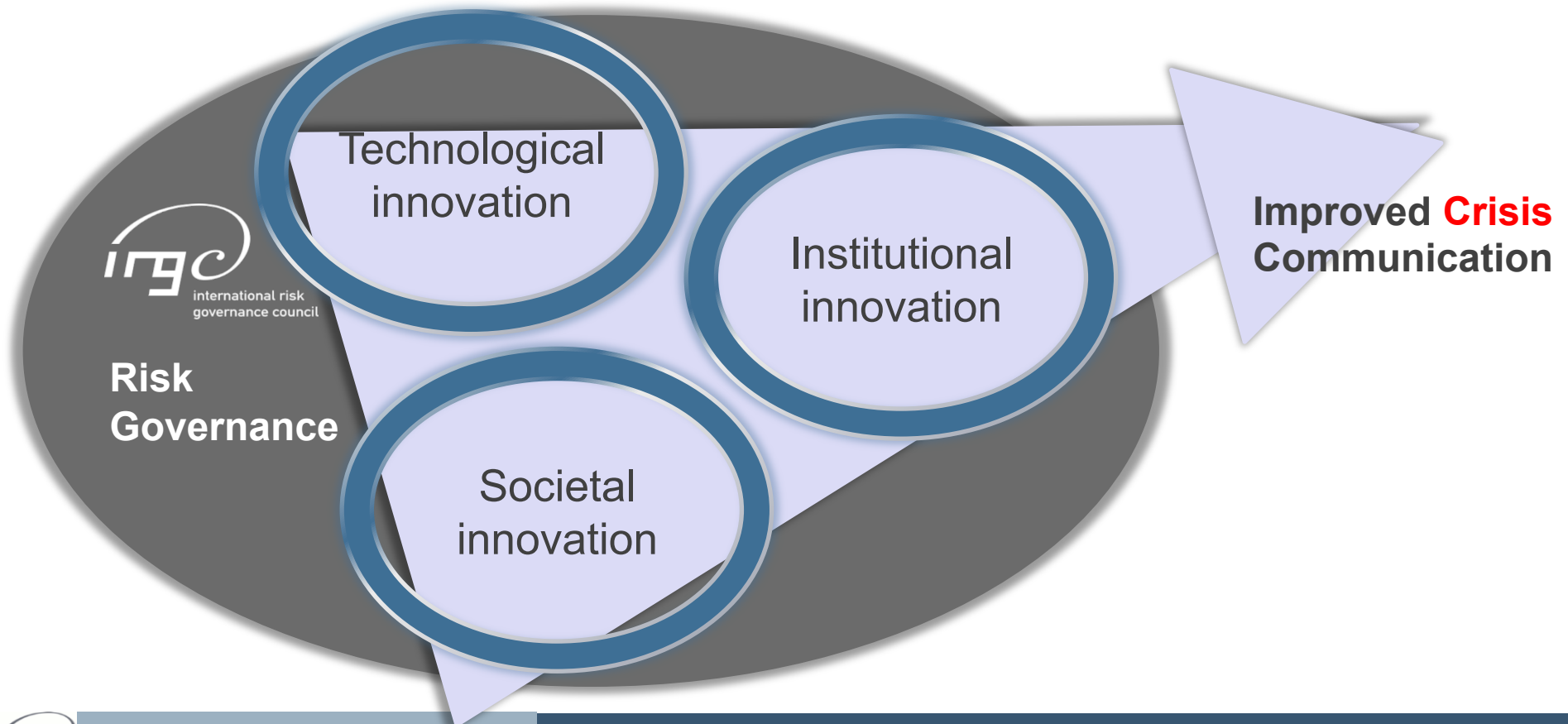


**The Impact of Transformative
Technologies on Governance:
Some Lessons from History**

Bill Woodley

Institute On Governance
October 25, 2001

Social media as a transformative technology



What is social media, for crisis communication?

- A communicator (i.e. it can help risk managers and affected persons) ?
- A manager (i.e. it can amplify, attenuate, reduce, avoid a risk/crisis)?
- A potential cause of new risks & crises?

Opportunities,and risks...

- Opportunities lie in the area of better appraisal of **situational awareness**,
- More **personalized** information, etc.
- The public uses social media to **seek information** that traditional media don't deliver.
- The public itself **engages** in **two-way** communication
- Etc.
- During a crisis, the social media can **amplify** the communication mainly against the organization. Negative messages coming from unreliable sources can go instantly viral within social networks, generating a harmful publicity and reputation damage.
- It is important to **monitor** what users say on social networks
- It is important to **respond**.

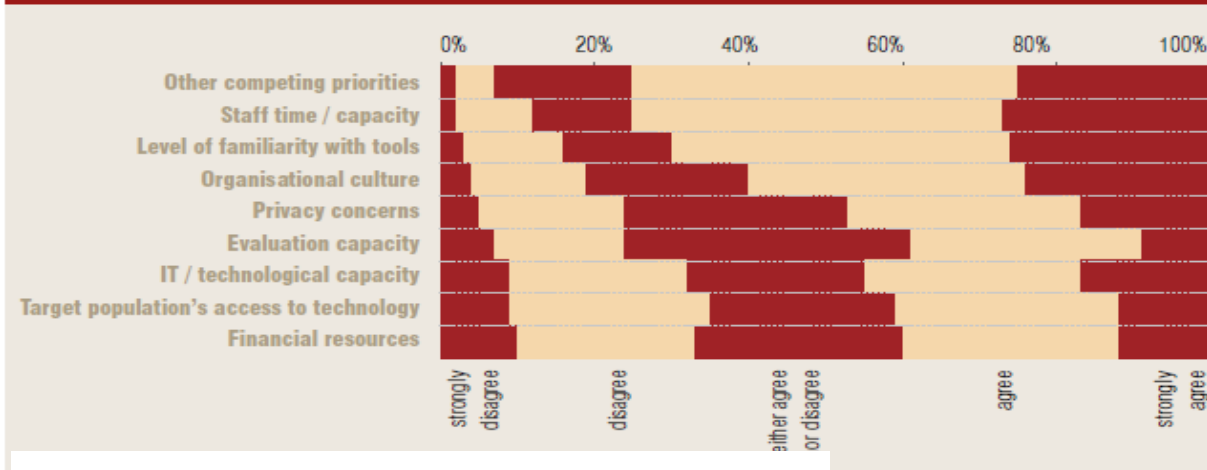
TIPS FOR USING SOCIAL MEDIA DURING EMERGENCIES

- **Make social media efforts message driven, not channel driven.**
- **Embrace every possible teaching moment** so that your social media networks can grow.
- **Tap into all available resources.** Do you have a large cadre of volunteers? Consider training them as social media ambassadors.
- **Keep messages brief and pertinent.** People are not really reading, they are scanning.
- **Make sure you can receive public input.** Remember that social media is not just about you talking to the public; it also is about them talking to you and to each other.
- **Use social media to support a unified message.** Instead of creating a new message for social media, use social media to support your existing message in a larger communications model.
- **Have a Plan B.** Suppose phone lines are jammed and/or computers are down?
- **Forge partnerships for sharing methods and messages.** Federal agencies, for example, need to reach out to the private sector, and vice versa.
- **Focus on people when formulating your communication plan.** Networks of people will get work done, even when there is no electricity.
- **Avoid elitism** or the belief that people in charge know more and the general public is prone to misbehavior.
- **New technologies are not simply new types of media with which to do the same old things.** These new media signal a shift in thinking about how we communicate with our audiences.
- **Avoid “shiny new object syndrome”** (being quick to adopt every new social media that emerges...as soon as it emerges).

Expert Round Table on Social Media and Risk Communication During Times of Crisis: Strategic Challenges and Opportunities

Timothy Tinker, DrPH, Booz Allen Hamilton Inc.
David Fouse, American Public Health Association

OBSTACLES IN USING SOCIAL MEDIA FOR PUBLIC HEALTH/RISK COMMUNICATION



Crisis Response Journal Volume 5 Issue 3.

Dr Tim L Tinker is a Senior Associate in Booz Allen Hamilton Organisation, specialising in risk and crisis communication and is a member of CRJ's Editorial Advisory Panel. **Michael Dumlao** is a Senior Consultant at Booz Allen Hamilton specialising in graphic design, web development, and the role of social media in government and emergency communication. **Grant McLaughlin, BA**, is a Principal with Booz Allen Hamilton's Organisation Change Team. **David Fouse** is Director of Communications with the American Public Health Association (APHA), the oldest and most diverse organisation of public health professionals. He oversees internal and external communication for the association and contributes to APHA's social media team

Providing relevant, reliable and useful information

- To support the work of emergency services.
- Every phone is a video camera, and every video ends up online. Police services, as well as demonstrators and rioters are quickly discovering that.
- The information obtained from social networks, must go through a corroboration process.



Source: CBC News

Reliability

- **How can public authorities verify/validate information that is crowd sourced or gathered through social media, to avoid reliance on outdated, inaccurate or false information, in order to use social media effectively?**
- The use of social media by the authorities inherently brings with it the risk to receive the information obsolete, inaccurate or false, so the process to verify or validate the information should be based on proper coordination between the different authorities involved in situations of risk or crisis management.
- The implementation of strategies based on establishing work teams dedicated to providing feedback to the public and population in general, must also play an important role in the process of creating awareness among the public and population in general on the responsible use of social media
- **What policies could dissuade the use of social media to intentionally provide inaccurate information to confuse, disrupt or otherwise hinder emergency services? Vice-versa, what policies could encourage social networking and the use of social media to actively provide relevant, reliable and useful information to support the work of emergency services?**
- In both cases, permanently promote awareness campaigns, aimed at the public and population in general, about the proper use of social networks to notify emergency services, about incidents or situations of risk or crisis, is the best strategy to combat the inappropriate use of social networks in this topic and thus, avoid the diversion of human and material resources of the emergency services in the care of false notifications.

From: OECD Workshop on Risk and Crisis Communication: Opportunities and Challenges of Social Media, June 2012:
Mexico's National Experience, Lic. Juan Carlos Orantes Zenteno, Director de Administración de Emergencias,

Canada- US Border Action Plan

“... focus on cross-border interoperability as a means of harmonizing cross-border emergency communications efforts. activities that promote the **harmonization of the Canadian Multi-Agency Situational Awareness System with the United States Integrated Public Alert and Warning System** to enable sharing of alert, warning, and incident information to improve response coordination during binational disasters.”

Air traffic control during the Eyjafjallajökull eruption



<http://www.studentnewsdaily.com/daily-news-article/airlines-face-continued-disruptions-from-iceland-volcano/>



<http://www.thefloatingfrog.co.uk/news-reviews/impact-of-icelandic-volcano-seen-on-live-air-traffic/>

Anonymity

- In some cases, anonymity is needed, in others it is a problem.
- When crisis managers develop social media, they must be aware of the pros and cons of anonymity.



Threat to law and order, regime stability

- Spreading rumors, mobilising actions against authorities or social groups
- Misinformation has the potential to spark panic, e.g. evacuations
- Rapid spread of false information, or "digital wildfires"
- Social unrest, destabilisation of political regimes

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NATIONAL ANDHRA PRADESH KARNATAKA KERALA TAMILNADU OTHER STATES

NATIONAL • KARNATAKA BANGALORE, August 16, 2012
Updated: August 16, 2012 03:15 IST

After rumours, northeast people flee Bangalore

Velo-Unfall mit Folgen? - Jetzt Mitglied werden und bei Querschnittnahme 200'000 erhalten
www.paraplegie.ch/mitglied

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TOPICS
Karnataka
Bangalore

unrest, conflicts and war

Thousands of panic-stricken people of the northeast living here boarded trains, headed to Guwahati, on Wednesday night, following rumours of violence targeting them.

This even after Karnataka Home Minister R. Ashok visited the Bangalore Central railway station and made repeated appeals to the thronging crowds to stay put in Bangalore, which has a substantial number of northeastern migrants, including students and working professionals, in the services and security sector.



Data Protection and Privacy Concerns

Personal data:

- Who controls
- Who has access
- And who can use them?
- What can law do in a field where «code is law» (L. Lessig)



<http://www.publicpolicy.telefonica.com/blogs/blog/2013/03/22/privacy-and-security-over-the-network-regulation-and-markets/>

Risks for Firms and Organizations

- Any bad publicity or incident can be very quickly magnified and disseminated to a large audience, greatly harming the reputation of an organization or a firm.

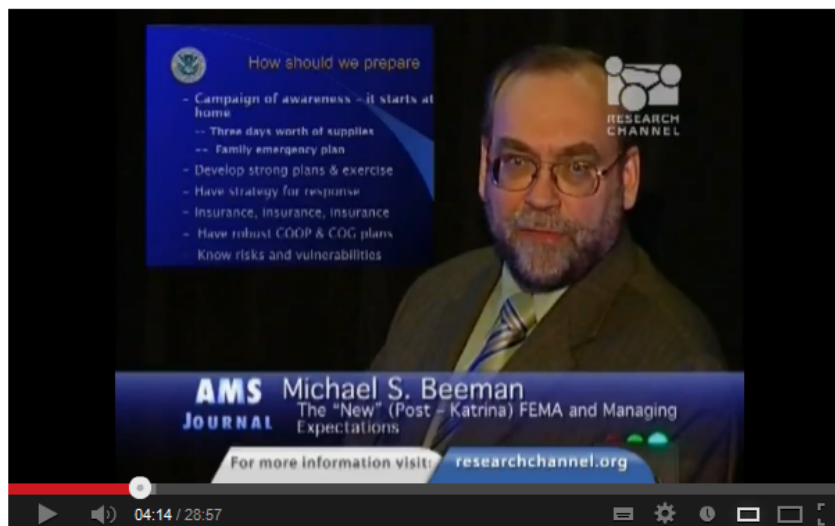


http://ds2.ds.static.rtf.be/article/big_info/e/2/4/624_341_15697740b82d2d575f5e597b5edf03e5f9d4203f.jpg



<http://oceandocor.org/tri-national-collaboration-resource-page-bo-deepwater-horizon-oil-soil/>

Management of expectations in crisis management



The "New" FEMA and Managing Expectations



ResearchChannel · 371 vidéos

S'abonner 22 712

816 vues

3 1



J'aime



À propos de

Partager

Ajouter à



Mise en ligne le 31 juil. 2009

In this video from the American Meteorological Society, Michael S. Beeman, director of the national preparedness division for the Federal Emergency Management Agency (FEMA), shares what he

Plus

The importance of the cultural factor

- Need technology but also a good understanding of people's behaviour.
- Importance of culture and traditions



Conclusion

- "The two sides of the same coin",
social media indicates that we are in the case of:
 - a dual technology
 - a sensitive topic
 - a topic where bias and even manipulation may happen
- For risk management, SM is the vehicle, more than the risk itself.
As such it can attenuate risk as well as amplify it.
- It depends on who or what is at risk.

Thank you



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