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Finding Your Voice in a Social Media World

Social Media: How to Get Ahead of – and
Stay Ahead of – the Social Media Game



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Agenda

- Definitions
- Historical Perspective
- Social Media Strategy
- Conclusions



Definitions

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Social Media



- **Social Media:** Web-based and mobile technologies able to turn communication into an *interactive dialogue*, allowing the creation and exchange of *user-generated* content.
 - Logical extension of the “Web 2.0” transformation.

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Out of Danger Comes Opportunity

Shifting Nature of Media

Lower Engagement <

**Broadcast
Print
Radio
PR Channels**

Traditional Communications:

- Push distribution
- Message oriented
- Formal
- Mass audiences

Higher Engagement >

**Networks
Communities
Blogs
Microblogs**

Social Engagement:

- Pull distribution
- Interactive
- Informal
- Niche audiences

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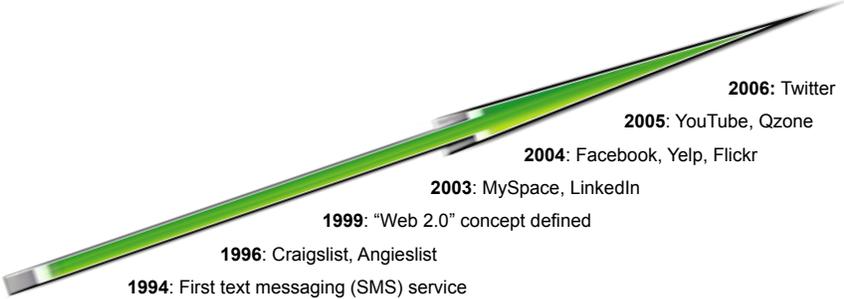
Historical Perspective

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Social Media Timeline



- 2006:** Twitter
- 2005:** YouTube, Qzone
- 2004:** Facebook, Yelp, Flickr
- 2003:** MySpace, LinkedIn
- 1999:** "Web 2.0" concept defined
- 1996:** Craigslist, Angieslist
- 1994:** First text messaging (SMS) service
- 1980:** First Instant Messaging service (CompuServe CB Simulator)

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Social Media is Big

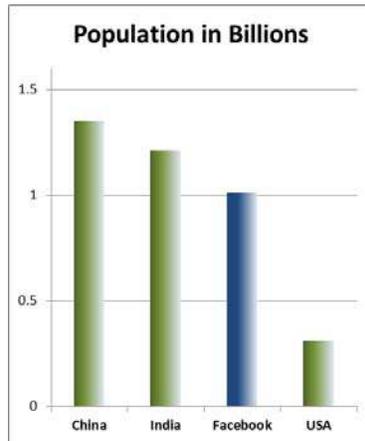
- 1.73 billion global social media users in 2013, a 18% increase over 2012 (eMarketer).
- In the US, total 2012 social media usage time was **121 billion** minutes - up from 88 billion minutes in 2011 (Neilson 2012 Social Media Report).
- YouTube users watch over **6 billion hours** of video per month (youtube).
- US Internet users spend about 22% of their time using social media applications (Pew Internet & American Life Project).
- There are about 6.9 billion mobile phones worldwide (ITU, Feb 2013).
 - Global population is 7.09 billion (US Census Bureau).

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How Big?



If the Facebook community were a country, it would be the 3rd largest in the world – smaller only than China and India, with 1.15 billion active users (September 2013)...

...and it would be 3 times larger than the United States.

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In More Primitive Times...



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The 1989 Loma Prieta Earthquake



Responders react while PIO collects information and prepares a press release...



PIO informs the anxious public at a formal press conference.

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In Today's World...



Hurricane Sandy approaches and eventually strikes the New Jersey / New York coastline in October 2012...



Thousands of people are posting real time texts, images and videos - from beginning to end.

What does this do to the role of the "PIO"?

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The August, 2011 Virginia earthquake

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August 23, 2011

- The 5.8 Virginia earthquake resulted in almost instantaneous social media response:
 - Earthquake occurred at 1:51pm EDT.
 - First tweets sent at 1:51pm EDT.
- **First tweets reach NYC ~40 seconds ahead of the first shock waves.***
- Twitter traffic peaked at 5,500 messages *per second*.

* SocialFlow, et al.

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It's Not Just Twitter

- Facebook: 3 million pages updated with the word “earthquake” within 4 minutes.
- Wikipedia:
 - New article posted 12 minutes after the event.
 - Updates to 2 existing articles even faster.
- USGS “Did You Feel It?” web service:
 - 60,000 posts within 2 hours.
 - 100,000 posts within 4 hours

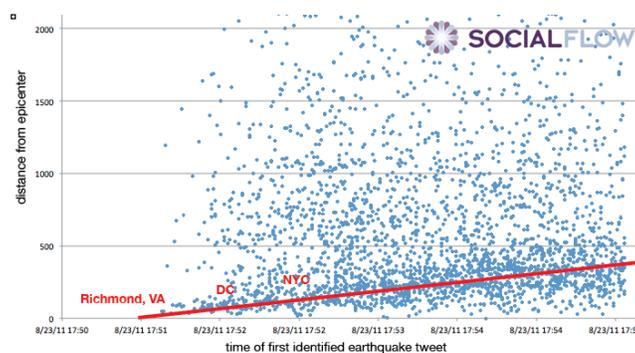
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Human Sensors?



There was a clear 40-50 second warning in the New York City region. This signal managed to reach tens of thousands of people within a minute - in effect, a network of human sensors that identified an imminent event.

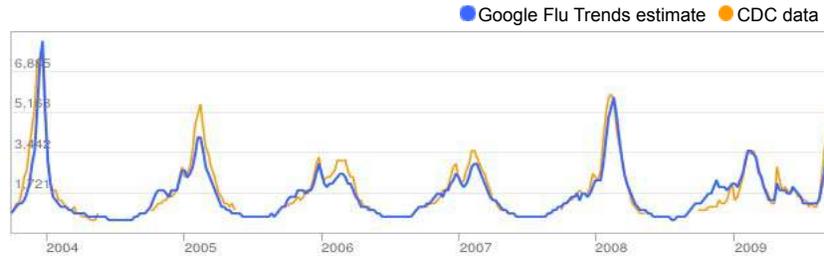
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Another Example



Google correlated search inquiries related to influenza and flu-like symptoms to time synchronized data collected by the US Centers for Disease Controls that show actual infection rates.

In February 2010, the CDC identified influenza cases spiking in the mid-Atlantic region of the United States. However, Google's data of search queries about flu symptoms was able to show that same spike two weeks prior to the CDC report being released.

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Soon We Will Expect To See...

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In Building Stairwells



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Three Communities

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Three Different Communities

- “Real world”:
 1. Small town
 2. Big city
- “Virtual” world:
 3. Online communities



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Small Town



- Small population, frequent face-to-face interactions, and *positive identification*.
 - There is no question who said or did what.
- Reputation accrues not only throughout one's lifetime, but is passed down to one's offspring:
 - Individual reputation depends both on the person's actions and inherited reputation.

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Big City



- Community members come and go. We know a small fraction of people compared to the whole:
 - Small subgroups provide some implied reputational attributes
- Largely, reputations are managed, not assigned:
 - Self-created image
 - Prejudices based on outward appearances
 - Media bias (good or bad)

September 2013

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Online Community



- 24/7 communication.
- **Everything** is available for public view and comment.
- Everyone is a “reporter” in the virtual world.
 - Cell phone photos and video are released to a global audience in near real time.
- **Result: recreates some aspects of the small town!**

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What is Your Social Media Strategy?

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Strategy – You Need One!

- Opting out is not an option.
 - No social media policy simply means you are conceding the high ground, establishing a *de facto* strategy based on reaction.
- A clear, affirmative strategy is the first step to being as proactive as possible in the social media setting.



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Relevant Statistics

- 27% of small and 34% of medium business are using social media as a business tool.
- 25% of SMBs have no social media strategy (MarketingMag).
- 56% of customer tweets to companies are being ignored (AllTwitter).
 - 83% of people who complained on Twitter loved the response from companies who made the effort.
- 55% of customers share their purchases on Facebook, Twitter, Pinterest, and other social media sites.
- 87% of the Fortune 100 use social media.

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More Data



- Proskauer International Labor and Employment Group survey:
 - 75% of respondent companies use social media.
 - 45% do not have a social media policy
 - 43% report employee misuse of social media
 - 33% have taken disciplinary action against employees.

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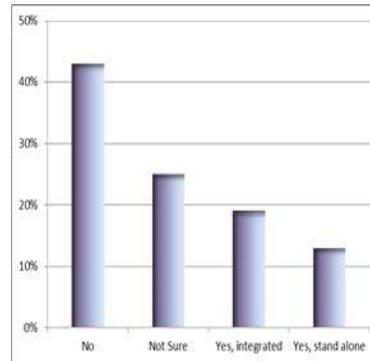
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One More View

- KPMG survey of Directors, asking if their companies had a social media monitoring program:
 - 43%: No
 - 25%: Not Sure
 - 19%: Yes, integrated with corporate risk management process
 - 13%: Yes, stand alone



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Creating a Social Media Strategy

- Ask the most important question first: why are you doing this?
 - What are your (reasonable) expectations?
 - What outcomes or results do you expect to achieve?
 - Do you have any external requirements to meet?
- What kind of commitment are you willing and able to make?
 - What types of resources will you commit?
 - In what quantities?

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Social Media Policy: Three Views

- FINRA has established requirements for its members
 - Regulatory Notice 11-39 (clarification to RN 10-06)
 - Recordkeeping
 - Business communications must be preserved
 - Content of message determines if it was “business communication”
 - May be created on a personal device
 - Business communications cannot be automatically deleted
 - Supervision
 - Employee training and education is required
 - May include recurring employee compliance certification
 - May include management spot checks of web sites and services

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Social Media Policy: Three Views

- FFIEC has also weighed in with guidance
 - Docket 2013-001
 - Approaches the topic from a risk management perspective
 - Calls out the following program components:
 - A governance structure that defines senior management responsibilities, and establishes management controls
 - Policies and procedures regarding the use of social media
 - Employee training program
 - Oversight process for monitoring information posted
 - Audit and compliance functions to ensure ongoing compliance

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Social Media Policy: Three Views

- A tactical implement perspective:
 - Have a strategic, coordinated, and rehearsed social media plan. Strategy based on three core goals:
 - Become the main source of information
 - Provide a steady stream of information
 - Own the conversation and visuals
 - Communicate within minutes and stay engaged.
 - Communicate with a unified voice.
 - Control the visual.
 - Put a company face front and center.

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Common Threads

- A comprehensive social media strategy should address:
 - Senior management's affirmative statement of corporate goals and expectations.
 - Policies and Procedures:
 - What can (and can't) be posted?
 - Who can post, and from where?
 - Pre-posting message review and after-the-fact monitoring
 - Record retention
 - Employee education and training (ongoing)
 - A management reporting system that enables and supports active oversight.

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The Strategic Payoff: Two Tales

- February 3, 2013: Super Bowl Sunday.
- A power failure halted the game early in the third quarter.
- Oreo® cookies posted this image in a tweet 15 minutes after the power outage occurred - and 15 minutes before it was repaired.
- How did they react so quickly?



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The Strategic Payoff: Two Tales

- February 12, 2013: Senator Marco Rubio delivered the Republican response to the State of the Union address.
- In the midst of his response, Senator Rubio paused for a now-famous sip of water.
- From Poland Spring®, the maker of the water: social media silence until about 12:00 Wednesday afternoon!
- As the online world took great joy in pointing out, Poland Spring® had not updated their Twitter page since July, 2010.



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Be Careful Out There...

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Weiner Awards 2013



First Place goes to...Justin Sacco, *former* Communications Director for IAC, fired before she landed in South Africa.



Justine Sacco
@JustineSacco



Going to Africa. Hope I don't get AIDS. Just kidding. I'm white!

12/20/13, 10:19 AM from Hillingdon, London



Weiner Awards 2013



- Second Place goes to...Clorox for riling up the “dad” community



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Weiner Awards 2013



- Third Place (tie) goes to...Greg Gopman, *former* CEO AngelHack.



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Weiner Awards 2013



- Third Place (tie) goes to... Taylor Palmisano, *former* finance director to Gov. Scott Walker.

 **Taylor Palmisano** @itstaytime 9 Mar 11
I will choke that illegal mex cleaning in the library. Stop banging
[redacted] chairs around and turn off your Walkman.
Expand ← Reply ↻ Retweet ★ Favorite *** More

 **Taylor Palmisano** @itstaytime 3 Jan 11
This bus is my worst [redacted] nightmare Nobody speaks English &
these ppl dont know how 2 control their kids #only3morehours
#illegalaliens
Expand ← Reply ↻ Retweet ★ Favorite *** More



Key Takeaways



Key Takeaways

- Social media as a “business as usual” tool has reached - if not passed - an inflection point.
 - Social media must not be viewed as a “toy,” a fad, or the realm of an insignificant few.
- Thinking about social media as a disaster response tool is a logical transition from current practices:
 - In several key respects, there is no difference between crisis communications and today’s view of marketing.
- We can no more ignore social media in disaster response than any other widely used communications channel.

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A Final Thought

“But the truth is that the world has changed. And not participating in the conversation is a loud statement of its own to your customer base. You can’t control your branding message in any case because your customers are already talking about you online. The best you can do is to participate.”

*Vanessa Fox, Marketing in the Age of Google:
Your Online Strategy Is Your Business Strategy*

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Thank you!

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