

A person's hands are shown holding a smartphone, with the screen glowing. The background is a blurred city street at night with warm, bokeh lights. Floating around the phone are several social media icons: blue thumbs-up icons (likes) and red hearts (likes or favorites).

Social Media Tools

USED FOR EMERGENCY MANAGEMENT

Victoria Edwards

About Me

- Working in the digital space for over 12 years
- Focusing on search engine optimization, content marketing, and social media
- Currently Senior Manager of Strategy at GuideWell Connect

GUIDEWELL
Connect

@TallChickVic

Overview

- Getting Started with Social Media
- Social Media Overview
- Social Media Examples
- What to Do During an Event

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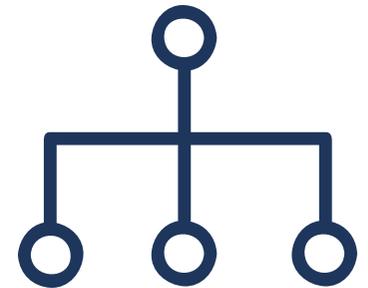
The convergence of social networks and mobile has thrown the old response playbook out the window

**MICHAEL BECKERMAN, PRESIDENT AND CEO
OF THE INTERNET ASSOCIATION**

”

Getting Started with Social Media

- Develop a presence
- Develop standard operation procedures
- How to use and maintain your social media platforms
- Educating employees on social media best practices
- Types of content you can post
- How to monitor commentary
- FAQ's with various responses
- Waiver and release form
- Social media support email



Decision Tree



Develop Scenarios

- Develop a group that contains PR, legal & social media
- Create a spreadsheet of possible scenarios
- Determine if they are problem or a crisis
- Problem = Minor
- Crisis = Major = Effects Bottom Line
- Develop a hashtag



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Examples



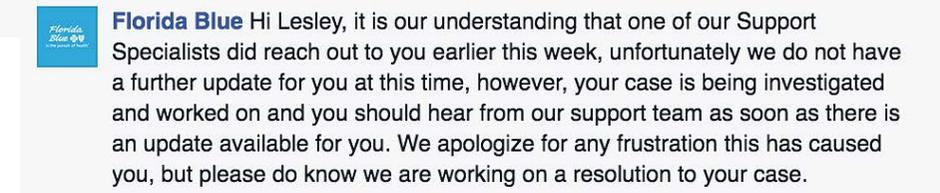
We are having issues with our account- I am not sure why no one is able to help and why no one we speaks to wants to identify themselves - there is no accountability and as such nothing gets done.



Florida Blue, without our permission or consent, renewed our policy (which we had canceled in December). They then deducted the money from our account in January. They admitted it was an error but we have yet to see our refund.



Don't tell us to call then get a busy signal the rest of the day. Why not take our number and call us back. Then it wouldn't be so frustrating.



Like · Reply · 1 · Commented on by Sprinklr [?] · 19 hrs
1 Reply



Florida Blue Centers | Locations | BCBSFL | Florida Blue
FLORIDABLUE.COM



Social Media Tools



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Social Media Overview

Social Media Management/Listening Tools - Allows users to monitor and manage their social media networks as well as generate metrics/reporting for determining their reach and effectiveness. Examples of some of these are Sprinklr, Radian6 & Brandwatch

Enterprise Communication Tools - Allows teams within a company to communicate with others within that a private chat and share various document and files. Examples of these include Hipchat, Yammer, and Slack.

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Blogs

Regularly updated portion of a website that can support in-depth interactive discussions better than a microblog such as Twitter due to character limitation. It requires creative content to entice the public to participate in the information-sharing process. It is also written in a conversational and informal style versus a white paper.

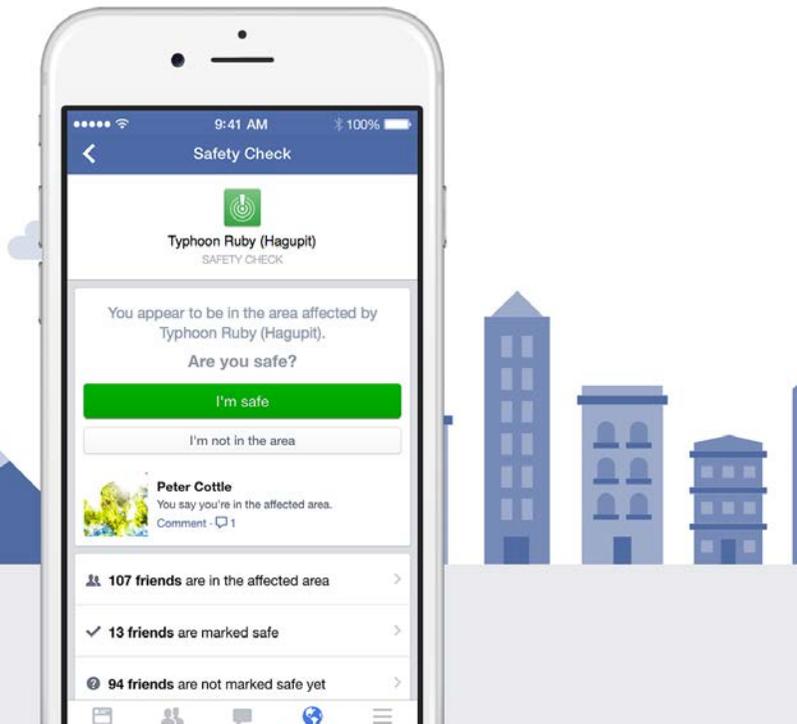


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Facebook Safety Check

Safety Check

Connect with friends and loved ones during a disaster.



- If you're in the location of the crisis, Facebook will ask you a question, are you safe or are you in the area that is affected
- This will then show up in their newsfeed
- Click to a page of safety checks to see everyone of your friends in that area



Check Notifications

If it looks like you may be near a natural disaster, we'll ask if you're safe.



Say You're Safe

If you're OK, click or tap the "I'm Safe" button to let friends and loved ones know right away.



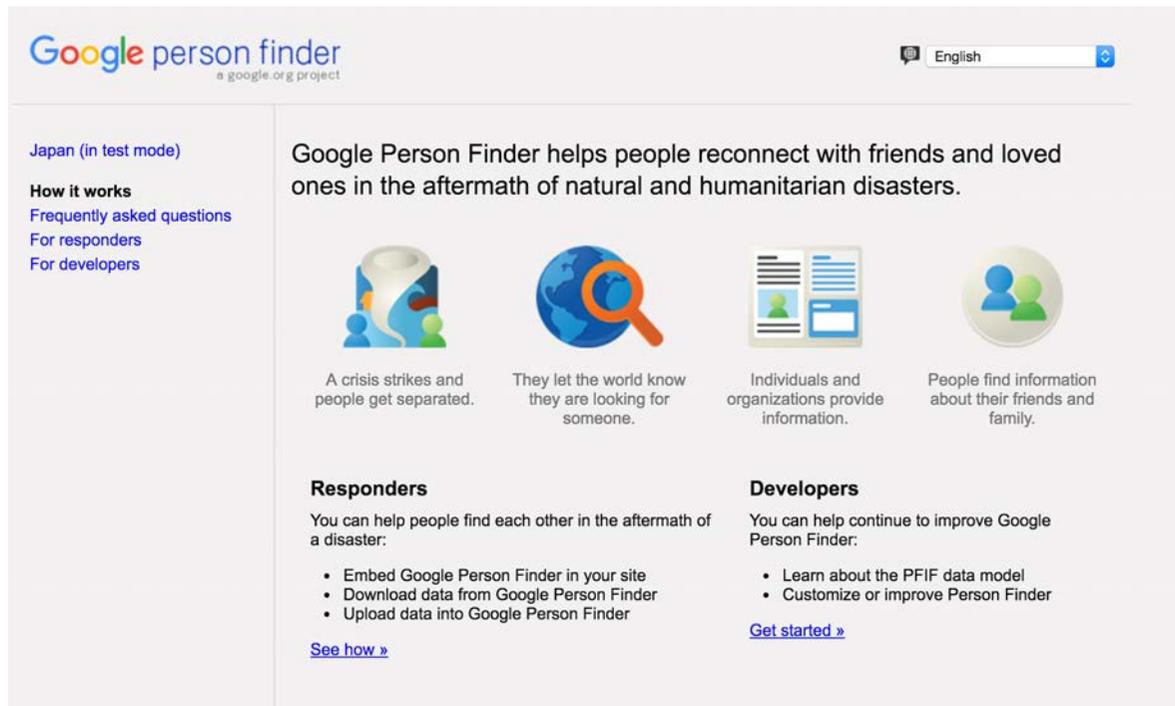
Check on Others

We'll let you know when friends say they're safe. You can also check a list of friends who may be affected by the disaster.

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Google Person Finder

- Google Person Finder is an open source web application that allows individuals to access a message board for survivors, family, and loved ones affected by a natural disaster. People can post and search for information about each other's status and whereabouts.
- The program also lets press agencies, non-governmental agencies and others contribute to the database and receive updates by using the Person Finder API based on the PFIF (people finder interchange format) open standard.



The screenshot shows the Google Person Finder website. At the top left is the logo "Google person finder" with the tagline "a google.org project". To the right is a language dropdown menu set to "English". Below the logo, there are links for "Japan (in test mode)", "How it works", "Frequently asked questions", "For responders", and "For developers". The main content area features a heading: "Google Person Finder helps people reconnect with friends and loved ones in the aftermath of natural and humanitarian disasters." Below this heading are four icons with corresponding text: 1. A globe with a person icon: "A crisis strikes and people get separated." 2. A globe with a magnifying glass: "They let the world know they are looking for someone." 3. A document with a person icon: "Individuals and organizations provide information." 4. Two person icons: "People find information about their friends and family." Below these icons are two columns: "Responders" and "Developers". The "Responders" section states: "You can help people find each other in the aftermath of a disaster:" followed by a list: "• Embed Google Person Finder in your site", "• Download data from Google Person Finder", "• Upload data into Google Person Finder". Below this list is a link "See how »". The "Developers" section states: "You can help continue to improve Google Person Finder:" followed by a list: "• Learn about the PFIF data model", "• Customize or improve Person Finder". Below this list is a link "Get started »".

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Drawing up an effective social media strategy and tweaking it to fit an emergency, however, is a crucial part of preparedness planning

**JEANNETTE SUTTON, SENIOR RESEARCH
SCIENTIST AT THE UNIVERSITY OF
COLORADO AT COLORADO SPRINGS**

”

Social Media Data

- On Oct. 29, the day Sandy made landfall, FEMA reached more than 300,000 people on Facebook (up from an average of 12,000 per day)
- Reached 6 million Twitter users with one message (through retweets by individuals and partners), saw 5,800 mentions on Twitter per hour (of the term “FEMA”)
- More than 500,000 visitors to Ready.gov that day alone.



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Social Media Data

- Hurricane Harvey, 2017: Shea Serrano, a best-selling author living in Houston who has over 160,000 followers on Twitter
- Helped to coordinate multiple successful rescue efforts via Twitter and raised over \$130,000 for those impacted by the storm from his Twitter followers in just days



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Social Media Stats

- During Hurricane Irma 2018: NHC was also active on social media to keep the public informed in real time on the latest NHC/NWS forecasts and warnings
- Twitter generating 98 million impressions and Facebook posts reaching more than 18.9 million users and causing more than 12.9 million post engagements.



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Social Media Stats

- Hurricane Irma 2018: Florida's tourism office sent targeted messages to 281,000 people on Facebook believed to be visiting the state, advising them to take precautions.



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Receive a Debriefing of the Event

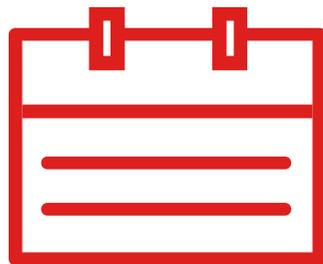
Questions that should be asked are:

- What happened?
- Where did it happen?
- What offices are affected?
- Is the situation resolved or continuing
- What is being done right now?
- What is the potential for escalation?
- What is the expected outcome?
- What is the best-case scenario?
- What is the worst-case-scenario?
- Which is more likely?



Social Media Best Practices During a Crisis

- Wait for leadership to inform social media regards to messaging
- Pause all marketing campaigns, ads, posts
- Develop appropriate messaging for social & blog regarding the situation (include hashtag)
- Be wary of retweets on Twitter, and to avoid furthering the spread of misinformation, be careful of what you retweet.



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Social Media Best Practices During a Crisis

Need To Make A Payment?



Call Us

1-800-352-2583

Florida Blue 



Florida Blue
Published by Marilu Cristina Flores [?]
Page Liked · February 3 ·

We understand we are having some technical difficulties with our online bill pay system, but we have some other ways to help.

Call us at 1-800-352-2583 and we can help you make a payment quickly and easily over the phone.

Talk to a service representative or use the auto assistant so you don't have to wait for a representative.

Tag Photo Add Location Edit

Like Comment Share

2 Top Comments

Bob Hogan I have been trying since Friday to pay my bill this is crazy! Calling this number online . Just called this number and spoke to someone with broken English, Can not answer a question (Help me pay my bill!) Or give me address to send my check, this is not rocket science! And no I do not want get in my car and drive to one of your locations and see someone face to face that is crazy and waste of time!
Like · Reply · Message · 3 · February 3 at 10:40am

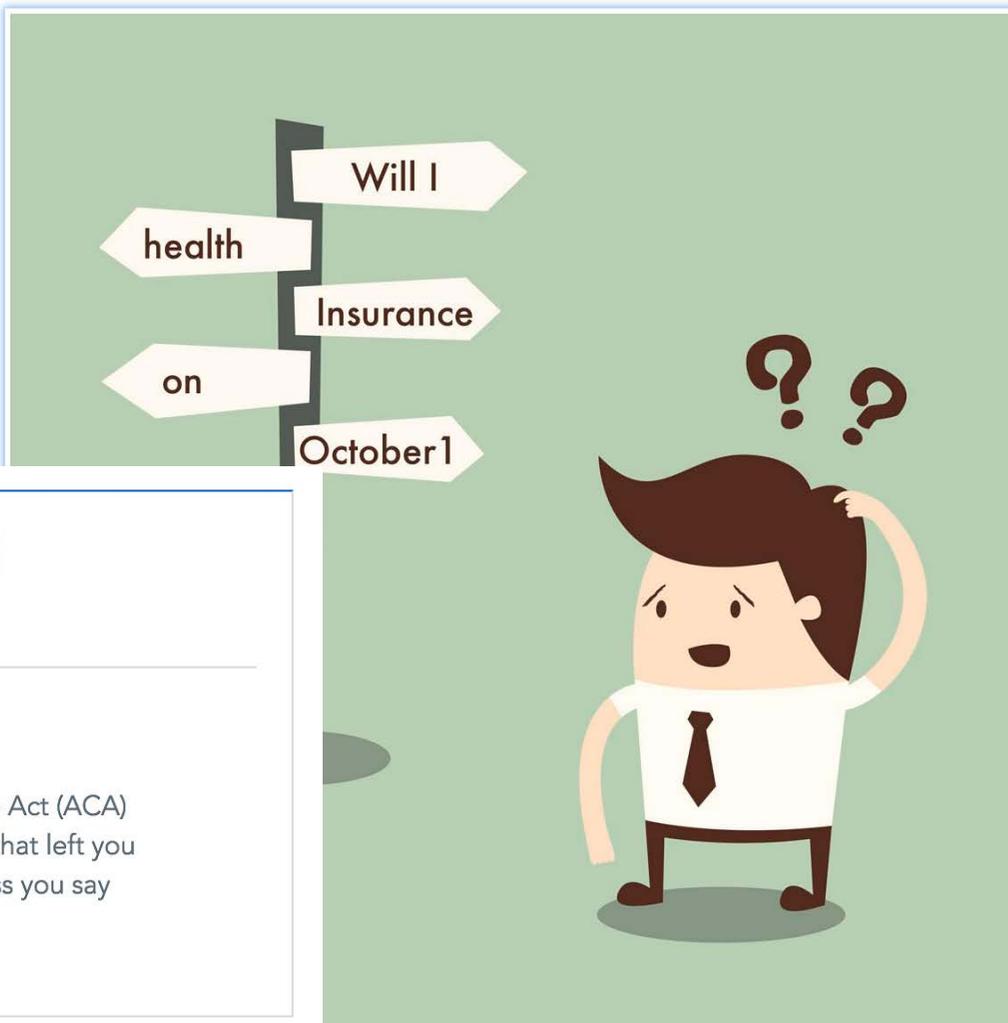
Florida Blue Hi Bob, please email us at SocialMediaSupport@FloridaBlue.com so that we can assist you with your issue. Thank you.
Like · Reply · Commented on by Marilu Cristina Flores [?] February 3 at 11:02am

Write a comment...

Preferred Medical Plan, Inc. (PMP) Members – We Are #HereForYou



Will I Have Health Insurance on October 1, 2013?



[My Policy Is Being Canceled | Now What?](#)

Posted on Oct 21st 2013 by [Kate Warnock](#)

[f Share](#) 0 [T](#) [T](#) [in](#) [Share](#) 0 [Pinterest](#) 0

It might be the first time that the effects of the Affordable Care Act (ACA) became real for you was the day you received a letter from us that left you thinking your policy was canceled. Here's the good news: unless you say otherwise, you [...]

Posted on Sep 23rd 2013 by Victoria Edwards

Social Media Examples | Facebook Live

The image is a composite screenshot illustrating social media examples related to a Facebook Live broadcast. It features three main components:

- Left Panel:** A live video feed of a news anchor, **JB BIUNNO**, speaking into a microphone. He is wearing a dark suit and a patterned tie. The video player shows a 'LIVE' indicator and a viewer count of 418.
- Center Panel:** A screenshot of a tweet from **David Almacny** (@almacy) posted on April 15, 2019, at 1:03 PM from Paris, France. The tweet text reads: "Smoke billowing from Notre Dame Cathedral in Paris, France." It includes a grid of four images showing thick black smoke rising from the Notre Dame Cathedral in Paris.
- Right Panel:** A screenshot of a Facebook post from **WFLA News Channel 8**, which is live now. The post text reads: "BREAKING: NOTRE DAME CATHEDRAL ON FIRE | The historic Notre Dame Cathedral in Paris is on fire and crews are currently working to battle the blaze. We're following a live feed from France on WFLA NOW. wfla.com/1927131065". The post shows engagement metrics: 775 reactions, 429 shares, and several comments from users like Maria Salazar, Dee Robertson, Teresa Renee Mark Jones, Glow Torres Medina, and Donna Gulnick. A pinned comment from WFLA News Channel 8 repeats the breaking news.

At the bottom of the screenshot, a blue banner with white text reads: **BREAKING: NOTRE DAME CATHEDRAL IN PARIS ON FIRE, ROOF HAS COLLAPSED**. To the right of the banner is the **wfla.com NOW** logo. Below the banner are social media interaction icons for share, comment, like, and various emojis.

Risks with Social Media - Conspiracy Theories



BREAKING: CNN can now confirm the Notre Dame fire was caused by an act of terrorism.

Tune in to CNN for more coverage.

#NotreDame #CNN



11:04 AM - 15 Apr 2019

38 Retweets 46 Likes



There is a coordinated campaign to spread an article from 2016 that's unrelated to the Notre Dame fire.

- CANNE Studio @CarrieLockhart_ · 10m**
Gas tanks and Arabic documents found in unmarked car by Paris' Notre Dame cathedral spark terror fears telegraph.co.uk/news/2016/09/0...
4 replies 11 retweets 7 likes
- Police Alerts UK @PoliceAlertsUk · 11m**
Gas tanks and documents in Arabic were found in an unmarked car next to Notre Dame cathedral, sparking fresh terror fears and at least four arrests, according to French reports. telegraph.co.uk/news/2016/09/0...
1 reply 1 retweet 1 like
- Cerys Rachel Evans @CerysRachel · 11m**
Gas tanks and Arabic documents found in unmarked car by Paris' Notre Dame cathedral spark terror fears telegraph.co.uk/news/2016/09/0... via @telegraphnews
1 reply 1 retweet 1 like

Risks with Social Media - Conspiracy Theories



Sri Lanka [blocked several social media networks](#) in the wake of terrorist attacks on Sunday, including Facebook and the messaging service WhatsApp. The extraordinary step reflects growing global concern, particularly among governments, about the capacity of American-owned networks to spin up violence.

YouTube, Instagram, Snapchat and Viber were also inaccessible, [according to internet monitoring groups](#).

“This was a unilateral decision,” said Harindra Dassanayake, a presidential adviser in Sri Lanka.

Officials blocked the platforms, he said, out of fear that misinformation about the attacks and hate speech could spread, provoking more violence.

Risks with Social Media - Conspiracy Theories

Claudia's Safety Status ✕



Claudia Guzman marked herself safe during **The Earthquake in Zambales, Philippines.**

1 hr · Crisis Response · 👥



The Earthquake in Zambales, Philippines
See photos, videos and links

🕒 10:05:43 AM

Mikas Matsuzawa

What we know so far

- Phivolcs **debunked rumors** circulating on the internet saying that an "intensity 7.1" quake may soon hit Metro Manila.
- The earthquake that hit Castillejos, Zambales was at magnitude 6.1, which, according to calculations derived from the USGS, was around **four times stronger than its initial measurement of 5.7 magnitude**. This means it will take about four 5.7 magnitude earthquakes to equal the energy released by a single magnitude 6.1 event.
- So far 20 aftershocks were recorded by state volcanologists as of 9:19 p.m. Phivolcs says **100 aftershocks are expected**.
- **At least five people** were reported dead by authorities in Pampanga as of 7:18 p.m.

Final Thoughts

- Develop a presence in social media first
- Develop SOP's prior to an event
- Invest in listening tools
- Develop hashtag for public to follow
- Wait for leadership to inform social media regards to messaging
- Pause all digital marketing campaigns
- Only retweet post information that you know is 100% factual
- Develop appropriate messaging & for social media and other platforms, regarding the situation

Resources

- <https://www.nytimes.com/2019/04/21/world/asia/sri-lanka-social-media.html>
- <https://www.forbes.com/sites/rebeccaheilweil1/2017/06/25/how-internet-conspiracy-theories-go-viral-and-get-people-to-believe-them-too/#59ff1170ecb8>
- <https://www.wsj.com/articles/for-hurricane-irma-information-officials-post-on-social-media-1505149661>

Where you can find me



Facebook – [Facebook.com/VictoriaEdwards](https://www.facebook.com/VictoriaEdwards)



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LinkedIn – [LinkedIn.com/in/VictoriaLEdwards](https://www.linkedin.com/in/VictoriaLEdwards)



Instagram – [@TallChickVic](https://www.instagram.com/TallChickVic)



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