

**NPSTC Social Media Town Hall**  
**Public Safety Use of Social Media in Disaster Events**

**Wednesday, January 24, 2018 | 12:00 pm – 1:30 pm ET**

Call In: (510) 227-1018 | Conference ID: 869 9040#

Webinar Access Information: <https://join.me/npstcsupport1>

**1. Welcome – Barry Luke, NPSTC Deputy Executive Director**

**2. Public Safety Use of Social Media Today**

- a. Outbound messaging from public safety agencies to citizens are the most common forms of social media usage today (e.g., Twitter, Facebook, and websites).
- b. Intelligence analysis using “crowd sourced” social media data is more common in metropolitan areas with UASI Fusion Centers.
- c. Inbound messages from citizens to public safety agencies and PSAPs requesting response are a new issue. It is difficult for public safety agencies to manage these requests, which have resource implications as well as data privacy and risk management aspects.

**3. Recent Disaster Response Events**

**a. California Wildland Fires**

Daron Wyatt, Public Information Officer, Anaheim Police Department and Anaheim Fire and Rescue

**b. Hurricane Irma**

Alan Harris, Emergency Manager, Seminole County, Florida

Mark Economou, Public Information Manager, Boca Raton Police Department

**c. Hurricane Harvey**

Michael Walter, Public Information Officer, Houston Emergency Management

**d. Pulse Nightclub Shooting**

Michelle Guido, Public Information Officer, Orlando Police Department

**4. Panel Discussion**

- a. Are the existing software tools that you use to manage social media sufficient for public safety use? (Is there a technology gap between what is available and what is needed?)
- b. Did you find any operational gaps in managing social media information between the PIO, the PSAP and Incident Command?
- c. Who was involved in the creation of your agency (or regional) social media policy?
- d. What social media challenges do you think public safety agencies will experience in the future, including instances where citizens post messages seeking emergency response?

**5. Audience Question and Answer**

- a. Please submit questions at any time during the presentation to [support@npstc.org](mailto:support@npstc.org).