

Social Media Town Hall

Public Safety Use of Social Media in Disaster Events

Wednesday, January 24, 2018
12:00 – 1:30 pm Eastern Time Zone

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

Screen Share: <https://Join.Me/NPSTCsupport1>

Submit Questions Online to support@npstc.org

The member organizations of the National Public Safety Telecommunications Council are grateful to the Department of Homeland Security's Science and Technology Directorate, Office for Interoperability and Compatibility (OIC) and the National Protection and Programs Directorate, Office of Emergency Communications (OEC) Points of view or opinions expressed are those of the originators and do not necessarily represent the official position or policies of the U.S. Department of Homeland Security.



Welcome

Barry Luke, NPSTC Deputy Executive Director

Welcome and Opening



- Welcome to this Town Hall presentation on social media use by public safety agencies during disaster events.
- Today's agenda and presentation slides are available on the NPSTC website (www.npstc.org) including the link to access the screen share.
- NPSTC staff will mute all callers, except our speakers, to reduce background noise.
- Please do not use the Join.Me screen share system "chat bubble" to send messages. You may submit questions and comments at any time to support@npstc.org.

Introduction of Panel Members

Daron Wyatt

Public Information Officer,
Anaheim Police Department/Anaheim Fire and Rescue
Incident: California Wildland Fires



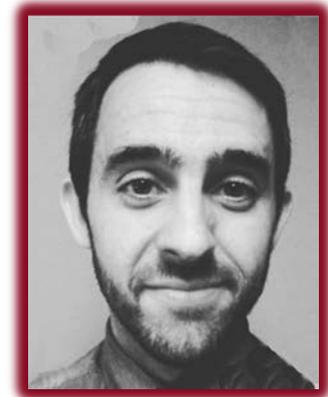
Alan Harris,
Emergency Manager,
Seminole County, Florida

Mark Economou,
Public Information Manager,
Boca Raton Police Department
Incident: Hurricane Irma



Introduction of Panel Members

Michael Walter,
Public Information Officer,
Houston Emergency Management
Incident: Hurricane Harvey



Michelle Guido,
Public Information Officer,
Orlando Police Department
Incident: Pulse Nightclub Shooting





Public Safety Use of Social Media Today

Public Safety Use of Social Media Today



- Social media has been transformational for public safety agencies.
 - Creates authoritative source for information.
 - Allow faster distribution of accurate information to the public.
 - Enhance the efficiency of information transfer to the media.
 - Social Media has diminished the need for Citizen Information Hotlines and other notification methods.
 - Daily use of social media tools by public safety agencies is complimentary to use of social media during disaster events.

Public Safety Use of Social Media Today



- Social media has caused some challenges for public safety agencies.
 - Public expects an agency to have a social media presence, even when they don't.
 - Managing social media and maintaining up to date, relevant information takes dedicated staff resources.
 - It can be challenging to have a “two-way” conversation between the public safety agency and the citizen on social media.
 - Citizens have used social media during recent disasters to call for help (both when 911 service is available and when it is not).

Public Safety Use of Social Media Today



- There are three types of social media usage by public safety agencies today:
 1. Outbound messaging from public safety agencies to citizens.
 2. Intelligence analysis using crowd sourced social media data.
 3. Inbound messages from citizens to public safety agencies and PSAPs.

Public Safety Use of Social Media Today



1. Outbound messaging from public safety agencies.
 - This is the most common form of social media engagement.
 - Agency based websites were early examples of social media use.
 - Facebook and Twitter are the most popular social media applications, as well as commercial social media platforms like “Next Door”.
 - Some public safety agencies are starting to use Facebook Live to broadcast from the incident scene.

Public Safety Use of Social Media Today



2. Intelligence analysis using crowd sourced social media data.
 - More common in metropolitan areas with UASI Fusion Centers.
 - Information from Twitter and other social media platforms can be collected for analysis of key words and trends.
 - Data may be used to monitor for threats during large scale events or can help provide an early assessment of damage following a major storm.
 - Data monitoring includes tracking of hash tags on Twitter to follow certain topics and conversations, as well as information posted to public pages on Facebook.
 - Commercial products include Tweet Deck, Tweet Suite, Digital Sandbox.

Public Safety Use of Social Media Today



3. Inbound messages from citizens to public safety agencies and PSAPs requesting response.
 - This is a relatively new issue.
 - In many disasters, access to 911 is temporarily unavailable (due to infrastructure damage, power failure, or PSAP overloaded).
 - Cellular networks are frequently impacted, limiting the public's access to social media messaging.
 - Few public safety agencies have technology and associated policy to manage response requests from citizens, which have significant resource implications as well as data privacy and risk management aspects.
 - Citizen groups have established informal processes to monitor social media and, in some cases respond, to emergency requests resulting in confusion.

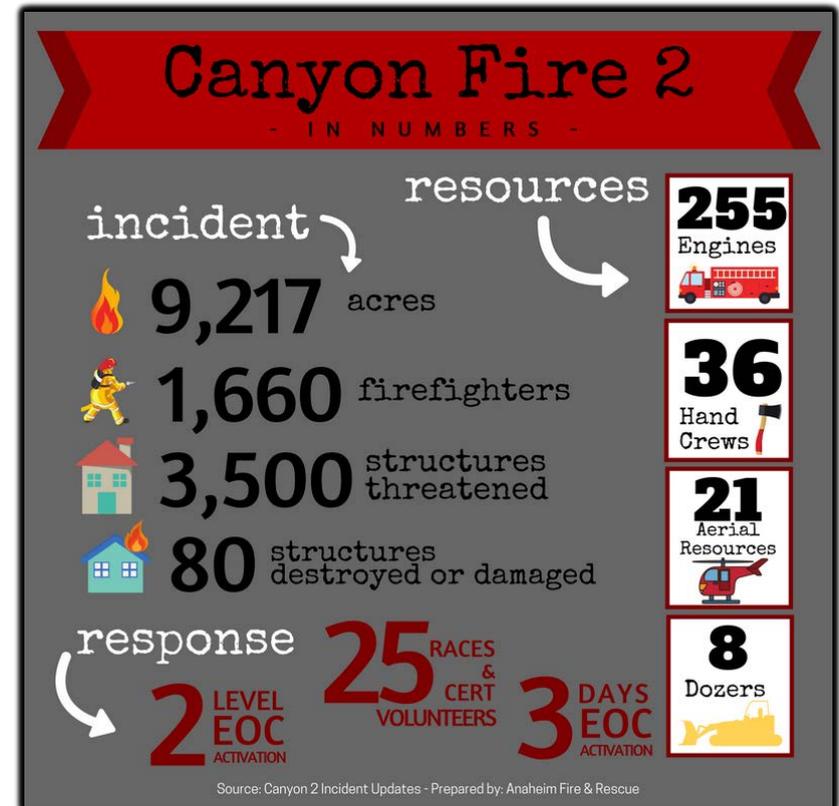


Recent Disaster Response Events

NPSTC is a federation of organizations whose mission is to improve public safety communications and interoperability through collaborative leadership.

California Wildland Fires

- Canyon Fire 2 started on October 9, 2017.
- Fed by 50 mph Santa Ana winds.



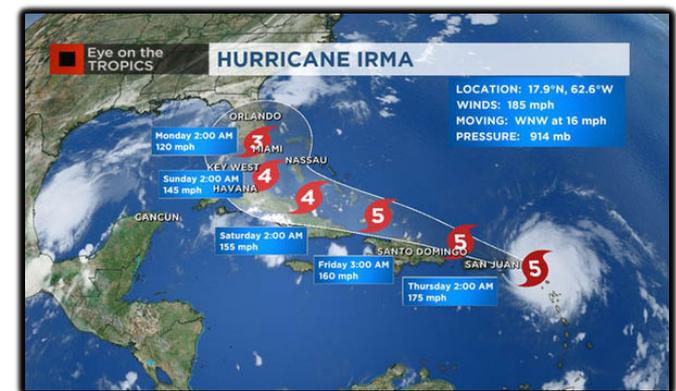
California Wildland Fires

- Social media platforms directed citizens to call 911.
- Used Facebook Live to broadcast from the fire scene.
- Some groups do not use social media and need alternate methods (e.g., the elderly).
- Used “Reverse 911” phone alerting system to supplement social media messaging.



Hurricane Irma

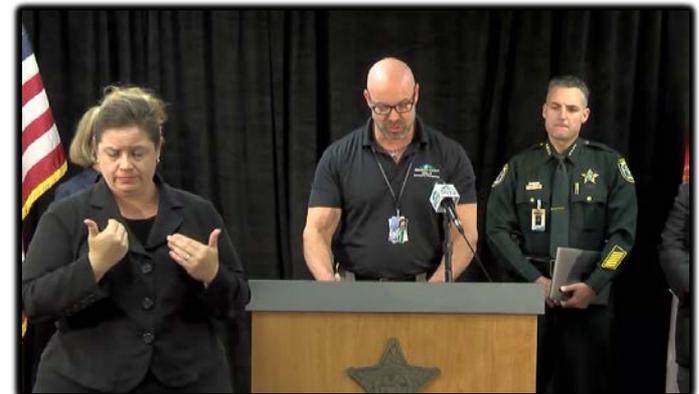
- Category 5 hurricane.
- Strongest storm on record in the open Atlantic region.
- Developed on August 30, 2017.
- Made landfall in Cudjoe Key, Florida on September 10th.
- Caused 134 deaths (across all impacted countries).



Hurricane Irma Central Florida Experience



- Leveraged lessons learned in the Travon Martin murder trial on best use of social media.
- Used crowd source data to gather preliminary damage information.
- Used outbound messaging to organize 350 citizens to fill unmet needs.
- Had special disaster pages for their agency website ready to be activated.



Hurricane Irma South Florida Experience



- Extensive use of social media.
- Next Door is the fastest growing platform.
- Social media reduced need for Citizens Information Hotline and other traditional resources.
- Used Private Message function on some platforms to engage directly with citizens.



Hurricane Irma South Florida Experience

- Deployed a Mobile Joint Information Center (JIC).



Hurricane Harvey

- Struck the Texas coast on August 24, 2017.
- Costliest tropical cyclone on record ~125 billion in damage.
- 40” of rain in a four day period, some areas received 60”.
- Displaced 30K residents, prompting 17K rescues.



Hurricane Harvey

- Houston used social media for outbound messaging.
- Monitored social media and pushed specific information they identified as critical (e.g., get to roof not attic).
- Houston PSAP had a 3.5 hour wait time to answer.
- Public began calling for help via social media.
- Houston used social media monitoring platforms.



Pulse Nightclub Shooting

- June 12, 2016
- Terrorist Attack at the Pulse Nightclub
- Killed 49 people and wounded 58 others
- Was the deadliest attack since September 11th
 - Was surpassed by the Las Vegas shooting in 2017



Pulse Nightclub Shooting

- Unique incident, unexpected, no time to prepare.
- Incident reported at 2:02 a.m., PIO's notified at 3:13 a.m.
- First Tweet issued at 3:58 a.m.
- Established OPD Twitter feed as authoritative source.
- Multi agency coordination issues.
- Local, National, International media attention.





Panel Discussion

Panel Discussion



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- 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?)
 - Did you find any operational gaps in managing social media information between the PIO, the PSAP and Incident Command?
 - Who was involved in the creation of your agency (or regional) social media policy?
 - What social media challenges do you think public safety agencies will experience in the future, including instances where citizens post messages seeking emergency response?



Audience Questions and Answers

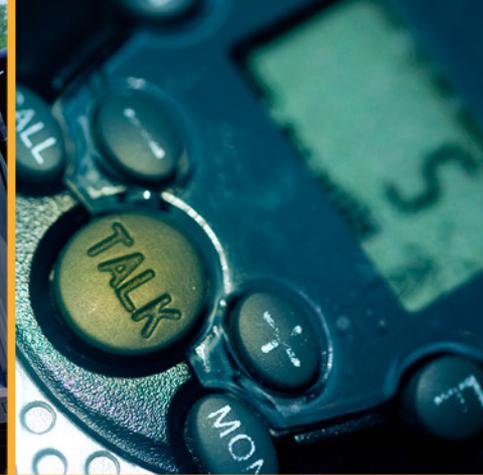
Submit Questions to support@npstc.org

The moderator will present questions to a panel member and ask other panel members if they have additional comments.

Thank You!



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- This audio and slide deck from today's presentation will be converted into a You Tube video on the NPSTC Channel.
 - Visit our website www.NPSTC.org to learn more about us.
 - Follow us on social media across all platforms.
 - Consider joining a Committee or Working Group.
 - Full list of groups is available on the website.
 - Upcoming NPSTC Governing Board Meeting:
 - Friday, March 9, 2018, Orlando, Florida at the IWCE Conference | In Person with webinar access
 - Tuesday, May 15, 2018 1 – 3 pm ET | Teleconference
 - Wednesday, September 5 and Thursday, September 6, 2018 | Washington, DC | In Person with webinar access



Thank You

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