



# Tweets & Lies

Using Social Media for Emergency Communication







Hennepin County **Medical Center**

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# Goals

Let's be able to answer the following questions:

-  What are the four eyes (I's) to consider?
-  What is social media and how does it work?
-  When/how can social media be used?
-  Who is your *Lola*?

What's the world  
coming to?

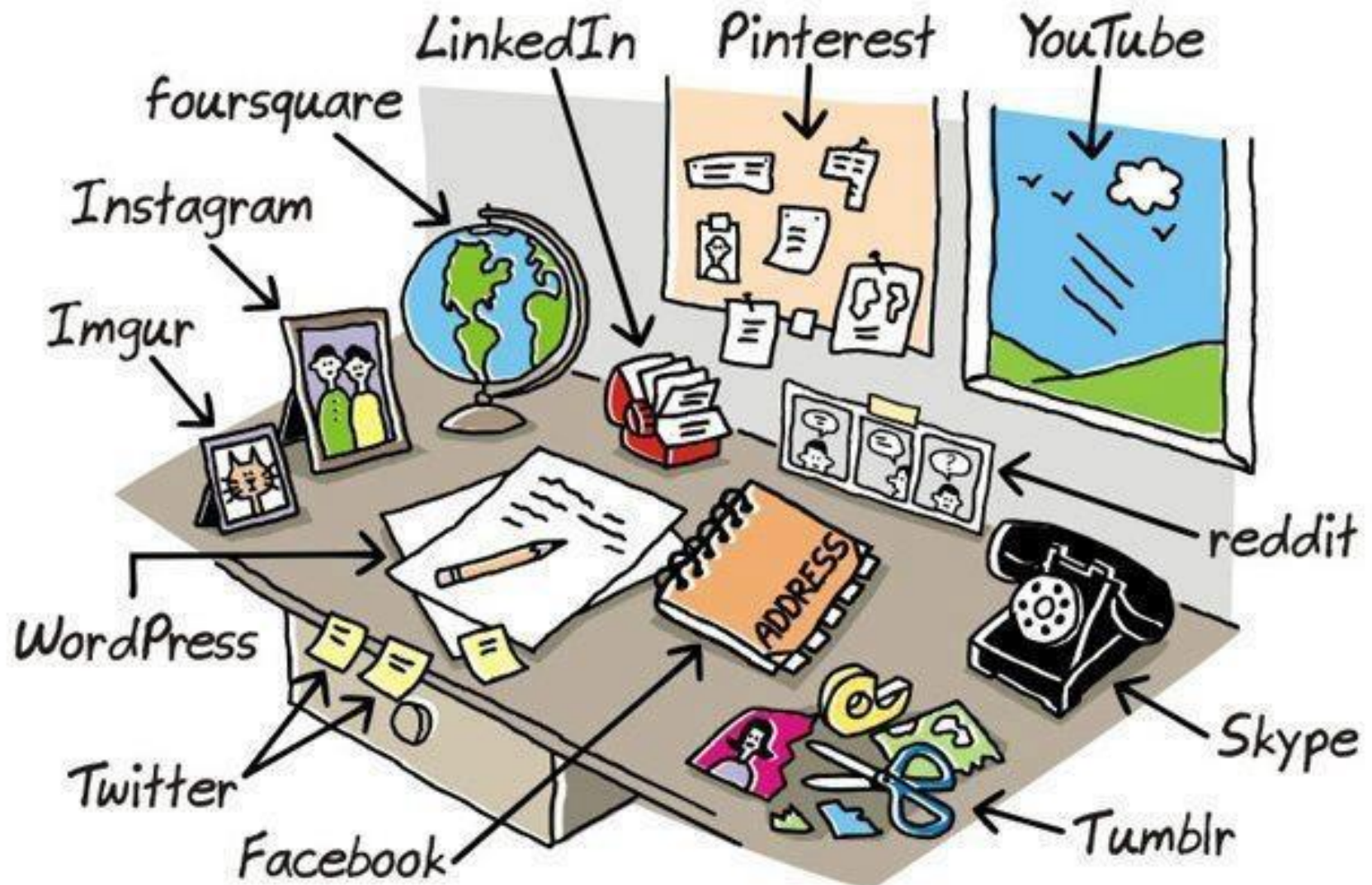


Not so long ago, sending a smoke signal was an effective way to alert an audience of an emergency situation. Thankfully, we continue to find new and better ways to communicate with each other, and this also improves emergency communications.



**Mr. Carson vs. technology**

# vintage social networking



# It's not up to us

We need to fit to the way the public has decided to receive its information; we can't expect them to do it our way!

# What is it?

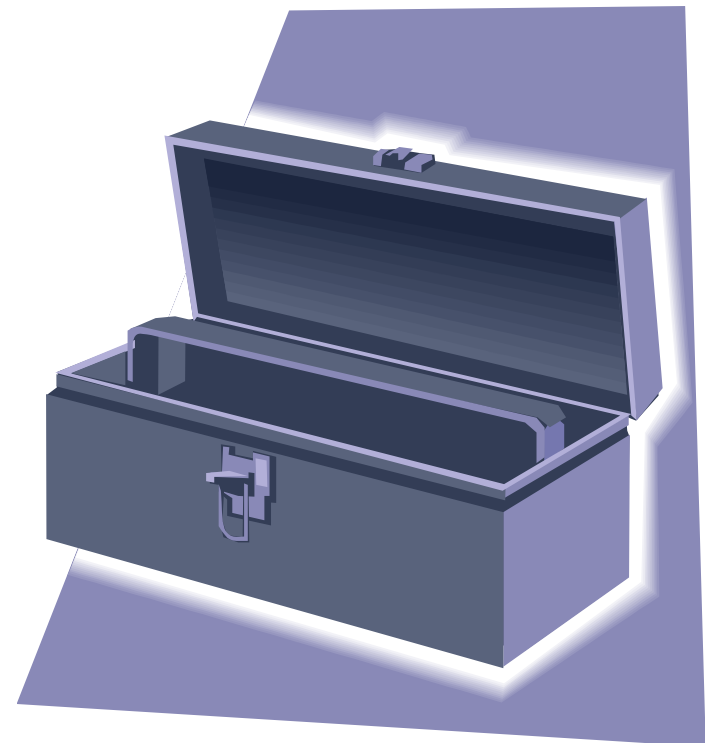
Social media are forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos) – *Merriam Webster*

# Social Media

Social media networks provide more tools for public information officers (PIOs) to have in their toolboxes. Using social media should be incorporated into emergency preparedness plans and applied accordingly to the specific emergency situation and audience.



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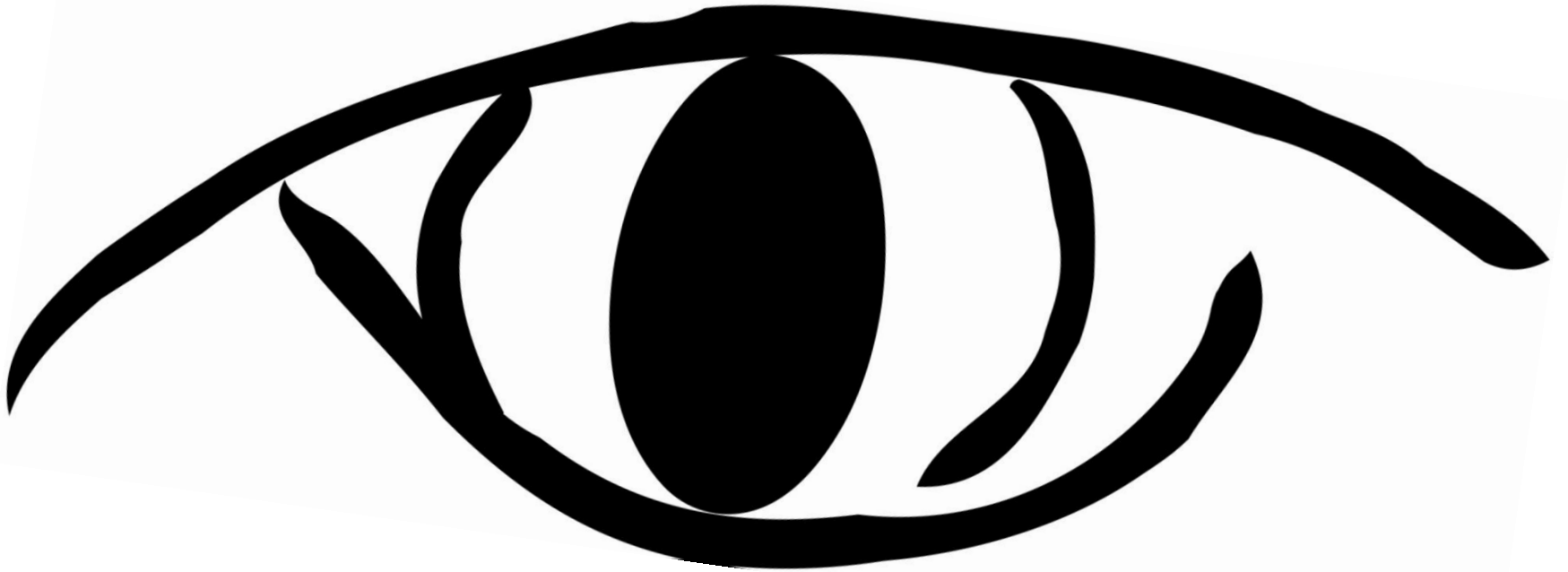


**Incident**

# Four “I’s”

Stay focused on them!

***Impact***



**Importance**

**Instincts**

# Incident



Scope determines your response.

*What happened?*

Workplace shooting

Bridge collapse

Influenza outbreak

Car crash

involving a celebrity

vs. school bus

# Impact



The **impact** depends on the scope of the **incident**.

Who/what is/was/will be affected by this incident?

- Victims, rescue personnel, EMS, families
- Routines
- Operations

# Importance



Based on the **impact** of the **incident**, prioritize what your audience needs to know.

## **Directions for public/patients/families**

- Family members should call the Red Cross for patient location information
- Boil water
- Antibiotics will be dispersed via US Postal Service

## **Updates to media/interested parties**

- 3 patients remain in critical condition; 10 patients in serious condition; 4 in satisfactory condition as of 10 AM this morning. Next update will be given at \_\_\_\_ AM/PM.
- Briefings about patients involved in the emergency incident will be given hourly at the corner of Park Ave. & 8<sup>th</sup> St.

# Instincts



Trust them; be mindful of all you've learned and practiced. Trust that you *will* give this emergency your best response – because you have your eyes on it – all 4 of them!

# How can social media help?

- It can alleviate anxiety.
- Covers gaps by spreading messages and calls to action in a variety of ways.
- Provides situational updates for the public, intra-agency and inter-agency partners, media.
- Calls to action.
- Photos, video and audio can be used to enhance messaging (directions, alerts).
- Offers background information, photographs and videos for reporters to use.
- Messaging trails and timelines assist with documentation.

*“Posting” doesn’t necessarily require painting, digging anymore!*





# facebook

facebook

Email:  Password:  [Log In](#)  
 Keep me logged in  Forgot your password?

**Heading out? Stay connected**  
Visit facebook.com on your mobile phone.

 [Get Facebook Mobile](#)

**Sign Up**  
It's free and always will be.

First Name:   
Last Name:   
Your Email:   
Re-enter Email:   
New Password:   
I am:   
Birthday:     
Why do I need to provide my birthday?

By clicking Sign Up, you agree to our [Terms](#) and that you have read and understand our [Data Use Policy](#).

[Create a Page for a celebrity, band or business.](#)



# Updates and posts during emergencies

- ✓ Select to follow
- ✓ Surge in friends/followers/likes/favorites
- ✓ User-friendly; many people use Facebook and are familiar with it



# Blogs

- Longer, more detailed messaging
- Photos
- Set up to automatically “Tweet”
- Post items to Facebook
- Free
- Subscriptions
- Easy to update
- [Media resources](#)
- Direct readers to other helpful resources, web pages



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- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

**Tweet to Under One Roof 2013**



- Who to follow · Refresh · View all
- 
**eClinicalWorks**  @eClinical...  
 Followed by [qliqSoft](#) and [others](#)  
 Promoted · [Follow](#)
  - 
**Nate Silver**  @fivethirtyeight  
 Followed by [Colleen Stoxen](#) and [o...](#)  
[Follow](#)
  - 
**Roshini Rajkumar** @RoshiniR  
 Followed by [Stephanie Malone](#) an...  
[Follow](#)
- [Browse categories](#) · [Find friends](#)

Trends · [Change](#)



## Under One Roof 2013

**@uor2013** FOLLOWS YOU

How well the response community is able to react is dependent on their ability to connect, learn and share in preparedness. Join us at UOR 2013!

Duluth, MN · <http://underonerooftwinports.iwebs.ws>

12 TWEETS
32 FOLLOWING
3 FOLLOWERS
Following

- Tweets**
- 
**Under One Roof 2013** @uor2013 Mar 7  
 @do1thingus focuses on #sheltering in March. #UOR2013 will have plenty of breakout sessions on #communitysheltering, too! Hot topic!  
[Expand](#)
  - 
**Under One Roof 2013** @uor2013 Feb 28  
 The lineup for #UOR2013 is set! #preparedness speakers are experts from emergency mgmt, health care, military, public health, social svcs!  
[Expand](#)
  - 
**Under One Roof 2013** @uor2013 Feb 25  
 If you are enjoying the @HennepinMedical #preparedness practicum today, you will also enjoy #UOR2013 this May 1-2 in Duluth! Save the date!  
[Expand](#)
  - 
**Under One Roof 2013** @uor2013 Feb 22  
 We are working to fix the bugs in our website! Thank you for your patience!  
[Expand](#)

# Hashtags

#UOR2013

@UOR2013

# Twitter exercise








- Easy to use
- Messages (“Tweets”) can quickly reach a large audience
- Retweets
  - Reinforce messaging
  - Emphasize importance
- Hashtags (#) for specific incidents should be established ASAP – and it doesn’t have to go through a formal vetting process!
  - Monitor to stay apprised of other hashtags trending; change if needed
- Make sure someone monitors activity
  - Rumors, inaccurate information
- Prepare “canned” Tweets prior to emergencies
  - 50 treated [@hennepinmedical](#) for injuries #AVradleak
  - 10 in critical, 15 serious, 25 sat cond [@hennepinmedical](#) #AVradleak
  - 15 in serious cond [@hennepinmedical](#) #AVradleak
  - 25 in satisfactory cond [@hennepinmedical](#) #AVradleak
  - #AVradleak updates <http://bit.ly/AEwDR6>


# Tweets from University of Colorado Hospital Aurora





 **UCH Media** @uchmedia Jul 27  
No change in status of #theatershooting patients at UCH. Still 4 critical, 1 fair.  
Expand


 **UCH Media** @uchmedia Jul 27  
5 #theatershooting patients now at UCH. 4 critical, 1 fair.  
Expand


 **UCH Media** @uchmedia Jul 27  
sorry for the delay in patient updates - Twitter was down today.  
Expand


 **UCH Media** @uchmedia Jul 26  
6 #theatershooting patients now at UCH. 5 critical, 1 fair.  
Expand

 **UCH Media** @uchmedia Jul 25  
8 #theatershooting patients now at UCH. 5 critical condition, 1 fair and 2 in good condition.  
Expand

 **UCH Media** @uchmedia Jul 25  
8 #theatershooting patients now at UCH. 5 critical condition, 2 fair and 1 in good condition.  
Expand

 **UCH Media** @uchmedia Jul 25  
University of Colorado Hospital will now use this twitter handle for #theatershooting updates.  
Expand

 **UCH Media** @uchmedia Jul 13  
Rick and his doctors agree - he's lucky to be alive after his #stroke.  
[ow.ly/cefyJ](https://ow.ly/cefyJ)  
Expand

 **UCH Media** @uchmedia Jul 12  
Our #transplant patient - now working 13 stories up in the air over the hospital. [ow.ly/cc6OK](https://ow.ly/cc6OK)  
Expand

# Closer to home 9/27 workplace shooting in Minneapolis



**HCMC** @HennepinMedical

Sep 28

2 patients still at HCMC from yesterday's shooting in Minneapolis. One in critical condition, one in serious condition.

Expand



**HCMC** @HennepinMedical

Sep 27

Hennepin County Medical Center [naph.org/Homepage-Secti...](http://naph.org/Homepage-Secti...)

Expand



**HCMC** @HennepinMedical

Sep 27

Car crashes into bicyclist - story at 10 on WCCO 4 News @WCCO @esmemurphy @DrJ4TeenHealth @mn\_parentsknow @BrainInjuryMN

Expand



**HCMC** @HennepinMedical

Sep 27

Car crashes into bicyclist - story at 10 @WCCO @esmemurphy @DrJ4TeenHealth

Expand



**HCMC** @HennepinMedical

Sep 27

HCMC pathologist receives humanitarian award [wp.me/p1hTHh-LA](http://wp.me/p1hTHh-LA)

[View media](#)



**Dr. Julia Di Caprio** @DrJ4TeenHealth

Sep 27

The other "HBO." Learn about this fascinating technology.

[wp.me/p2bieR-uS](http://wp.me/p2bieR-uS) @HennepinMedical

Retweeted by HCMC

[View media](#)



**HCMC** @HennepinMedical

Sep 26

Come and see our new hyperbaric chamber! TODAY from 4-6 PM [hcmc.org/depts/em/hyper...](http://hcmc.org/depts/em/hyper...) [pic.twitter.com/UtowkPUP](http://pic.twitter.com/UtowkPUP)

[View photo](#)



**HCMC** @HennepinMedical

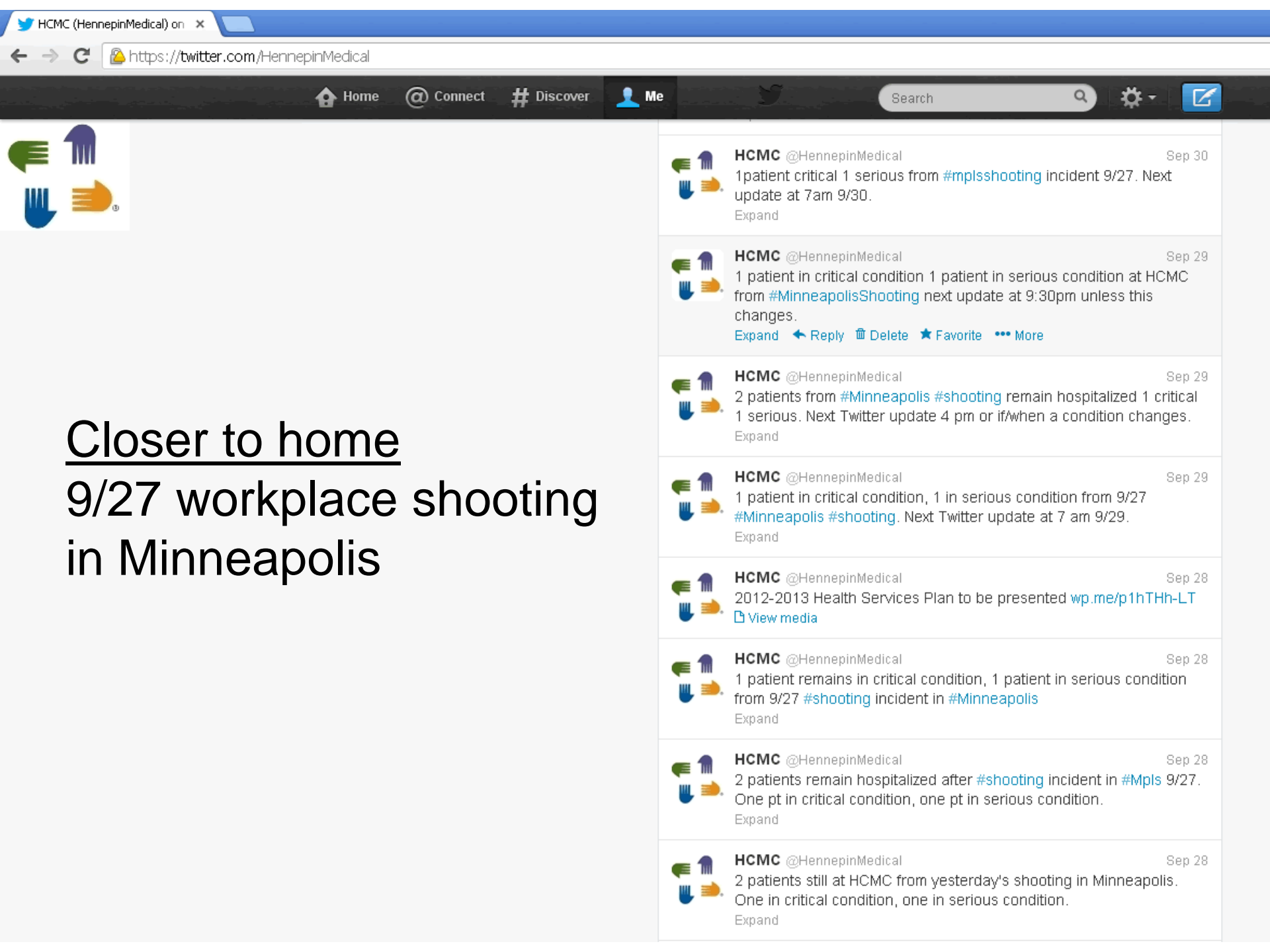
Sep 26

Have you seen our new hyperbaric chamber? Open House today from 4-6 p.m. [ow.ly/dXv3i](http://ow.ly/dXv3i)

Expand



# Closer to home 9/27 workplace shooting in Minneapolis



**HCMC** @HennepinMedical Sep 30  
1 patient critical 1 serious from #mplsshooting incident 9/27. Next update at 7am 9/30.  
Expand

**HCMC** @HennepinMedical Sep 29  
1 patient in critical condition 1 patient in serious condition at HCMC from #MinneapolisShooting next update at 9:30pm unless this changes.  
Expand Reply Delete Favorite More

**HCMC** @HennepinMedical Sep 29  
2 patients from #Minneapolis #shooting remain hospitalized 1 critical 1 serious. Next Twitter update 4 pm or if/when a condition changes.  
Expand

**HCMC** @HennepinMedical Sep 29  
1 patient in critical condition, 1 in serious condition from 9/27 #Minneapolis #shooting. Next Twitter update at 7 am 9/29.  
Expand

**HCMC** @HennepinMedical Sep 28  
2012-2013 Health Services Plan to be presented [wp.me/p1hTHh-LT](http://wp.me/p1hTHh-LT)  
View media

**HCMC** @HennepinMedical Sep 28  
1 patient remains in critical condition, 1 patient in serious condition from 9/27 #shooting incident in #Minneapolis  
Expand

**HCMC** @HennepinMedical Sep 28  
2 patients remain hospitalized after #shooting incident in #Mpls 9/27. One pt in critical condition, one pt in serious condition.  
Expand

**HCMC** @HennepinMedical Sep 28  
2 patients still at HCMC from yesterday's shooting in Minneapolis. One in critical condition, one in serious condition.  
Expand

# Social Networking: *Before an emergency*

## Before an emergency

- Establish contact list of agency representatives likely to be calling/texting during an emergency so you can screen calls/texts and filter out unnecessary ones.
- Update social media accounts so that you've engaged followers and subscribers to your pages/blogsites.
- Make sure YOU are following/subscribing to social media sites that would be beneficial to your response during an emergency event.
- Follow your organization's social media networks.
- Be closely involved in your organization's emergency preparedness activities.

# Hashing out the *dos and don'ts*

hashing out the [#dosanddonts4ep](#)

## #Do

- Know how to Tweet, text, post information to a blog and Facebook page. Set up [your own page](#) to practice!
- Remember your 4 EYES.
- Write your message to your audience.
- Make sure your phone and other equipment is fully charged – keep chargers and batteries available both at work and at home.
- Adhere to HIPAA privacy rules. Special conditions exist for communicating during an emergency.
- Know your PIO and make sure he/she is connected with other community PIOs.

# #Don't

- Wait until an emergency to learn how to Tweet, text, and post information to a blog or Facebook.
- Underestimate the value of electricity – always have a plan for what you'd do if power went out and you were unable to charge your communication tools.
- Forget that information posted may be viewed by everyone in the world.
- Forget your organization's value in providing life-saving, helpful information using social media.
- Lie. It's not helpful, and it's just not nice.

# Four I's



**Incident** – scope determines your response.



**Impact** – depends on the scope of the incident.



**Importance** – based on the **impact** of the **incident**, prioritize what your audience needs to know.



**Instincts** – trust them; be mindful of all you've learned and practiced. Trust that you *will* give it your best response – because you have your eyes on it – all 4 of them!



# It's a (strange) new world!

[Social media](#) has substantially changed the way organizations, communities, and individuals communicate.





Social media is another way emergency information can be sent and received. No more watching and waiting for TV and radio announcements to see if a school is closed during a snowstorm. Parents can sign up to receive notification via e-mail or text – or they can check on social media sites for the latest news.

# The world has changed.



**It's bigger.**



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**Lola**