emergency communication strategies
part 2: getting the word out

Carol Spencer (@CarolSpencerNJ)

- Digital & Social Media Consultant at Stormzero LLC
- former Finance Director at National Association of Government Web Professionals
- former Digital & Social Media Manager for Morris County
- former Mayor of Denville, NJ
- a leading expert in emergency communications and social media in government settings
What You’ll Learn Today

• Considerations before getting started

• What are the differences between a Facebook page, profile, and group

• What Twitter is and why you should use it

• What Hootsuite is and why you should use it

• How to send one message many places, all at once

• Being efficient, effective and productive at social media
The Digital Disconnect

A “disconnect” exists between the information dissemination methods of government and how the public receives information.
The Digital Disconnect

Carol Prochazka Spencer Would you send me an email on how this affected your trip? I'm presenting to a ton of government officials on Friday and would LOVE to use this example of why it is important to post info online

Like · Reply · 23 hrs

Amy Doodles Spencer How it effected it other then planning the trip itself? I literally planned the entire trip for this hike. We picked Vegas because of this hike. We picked hotels because of this hike. We planned everything around this hike. I'm a positive person and can see the beauty in everything else we did while we were here but you can let them know that the lack of information from the US forest service made me cry several times. I bought these tickets in July when the trail had been closed since May.

Like · 2 hrs

Amy Doodles Spencer How do I know it was closed in may? On a DIFFERENT trail head sign was a note...

Like · 2 hrs

Amy Doodles Spencer Thousands of dollars was put towards tickets, hotels, gear, hiking food... Plus all the hours I took off work, the three months I trained.

Like · 2 hrs

Amy Doodles Spencer Overall it was an amazing trip with memories I'll never forget but this was just too much. I told Eric my next hike will be in national park. I'm going to ask the US forest service for a year membership to the national parks for Eric and I to make up for it.

Unlike · ▼ 1 · 2 hrs

Write a reply...
The World has Changed

- The public expects information to come to them where they want it, not to have to go get it somewhere.
- Everyone is a publisher. Everyone is an author. Everyone is a consumer of information.
- Cameras are everywhere. Live streaming is ubiquitous.
- Public trust in government is at a near all-time low.
- Typical Emergency Operations Plans do not includes today’s rapidly changing technologies and social channels.
- Communication implementation will determine public perception of an agency’s effectiveness.
- Manage the message or risk the message managing you.
### Social and Mobile are the Norm

<table>
<thead>
<tr>
<th>Platform</th>
<th>Feature</th>
</tr>
</thead>
<tbody>
<tr>
<td>Twitter</td>
<td>Microblog</td>
</tr>
<tr>
<td>Facebook</td>
<td>Network</td>
</tr>
<tr>
<td>LinkedIn</td>
<td>Network</td>
</tr>
<tr>
<td>Instagram</td>
<td>Photo, Video Share</td>
</tr>
<tr>
<td>Flickr</td>
<td>Still Photos</td>
</tr>
<tr>
<td>YouTube</td>
<td>Video</td>
</tr>
<tr>
<td>Pinterest</td>
<td>Photo Pinboard</td>
</tr>
<tr>
<td>Snapchat</td>
<td>Short-life Videos</td>
</tr>
<tr>
<td>Google</td>
<td>Email, Apps</td>
</tr>
<tr>
<td>Vimeo</td>
<td>Video</td>
</tr>
<tr>
<td>Vine</td>
<td>Short Videos</td>
</tr>
<tr>
<td>Periscope</td>
<td>Mobile Livestream</td>
</tr>
<tr>
<td>Scribd</td>
<td>Documents</td>
</tr>
<tr>
<td>RSS Feed</td>
<td>Subscription</td>
</tr>
<tr>
<td>WordPress</td>
<td>Blog, Website</td>
</tr>
<tr>
<td>SlideShare</td>
<td>Presentations</td>
</tr>
<tr>
<td>Skype</td>
<td>Phone, chat</td>
</tr>
<tr>
<td>Blogger</td>
<td>Blog</td>
</tr>
<tr>
<td>UStream.TV</td>
<td>Live video stream</td>
</tr>
</tbody>
</table>

**2015 New Jersey Sustainability Summit**

**2015 Government ConnEXT Forum**
Getting Your Message Out

- Use a variety of channels
  - Population demographics should determine the social channels used
  - Use the major social channels: Facebook, Twitter
  - Where appropriate, use YouTube, Flickr, Instagram, Pinterest, a blog
  - Don’t attempt to be everywhere or use bleeding edge applications
  - Remember traditional channels: newspaper, email, web, phone
- Use a social dashboard
  - SocialMedia.biz 2013 top dashboards
  - Hootsuite.com
    - Free for one user with 3 social channels; Pro plan (2 users, unlimited channels)
    - One-click messaging to multiple channels
    - Schedule messages
    - Connect to Facebook, Twitter, Google+, Instagram, WordPress, LinkedIn and many more social channels via apps
    - Hootsuite University for training
A little planning goes a long way

- Seriously consider having a single Social Media presence online (1 Facebook page, 1 Twitter account, etc)
- Use a consistent, generic email address for all social media
- Use a consistent “vanity” name (namechk.com)
- Have multiple administrators for each application
- Adopt “Use” and “Commenting” policies (see Facebook.com/MorrisCountyNJ for a commenting policy)
- BACK UP (ArchiveSocial.com, PageFreezer.com)
- EVERYTHING is subject to records retention laws, including comments
A little planning goes a long way

• Decide on a “communications tone”

• Don’t post original material. Beware of copyright issues. Share from the original document, if that’s offered.

• Anyone can comment on your FB posts. Remember, it’s social!

• Designate editors and moderators for Facebook pages. Assign a team member to monitor social media.

• Facebook pages are tied to personal profiles. Be sure you trust your administrators.

• Never let fans / followers upload photos or videos without moderation

• Think about how you’ll market your social presence
Profile vs Page
Profile vs Page vs Group
Get Your Settings Right

• **Page Visibility:**
  Default is *published*. Unpublish while you set it up.

• **Posting Ability:**
  Do not let anyone add photos and videos to your page without first approving them.

• **Messages:**
  Do allow people to privately message you. Be sure to monitor.

• **Profanity Filter:**
  Good idea to set this at some level.

• **Similar Page Suggestions:**
  Allow your page to be recommended to others.

• **Merge Pages:**
  If there is another page for your organization, you can request they be merged.

• **Remove Page:**
  If you take over admin rights to a rogue page, use this to get rid of it.
Get Your Settings Right

• **Post Attribution**
  • Choices are whether to post on the page as the page, or to post on the page as you, the person logged into Facebook.

• **Notifications**
  • Unless you want a lot of email from Facebook, turn these off.

• **Page Roles**
  • When setting up page roles, people have to have liked the page before they can be given a publishing role. Unpublish, publish, unpublish, publish to add editors before formally launching the page.

![Facebook Settings]

Everyone who works on your Page can have a different role depending on what they need to work on. Learn more about the different roles people can have on your Page.

Carol Prochazka Spencer
Admin
Carol can manage all aspects of the Page including sending messages and posting as the Page, creating ads, seeing which admin created a post or comment, viewing insights and assigning Page roles.

Specify an email address

Add Another

Editor

Admin

✓ Editor

Moderator

Advertiser

Analyst

Save

Cancel
Insights to See What Works

Morris County Office of Emergency Management

Showing data from 03/06/2014 - 03/12/2014

Page Likes
- 7,516 Total Page Likes
- 13 New Page Likes

Post Reach
- 6,177 Total Reach

Engagement
- 1,433 People Engaged
- 191 Likes
- 20 Comments
- 33 Shares
- 2,215 Post Clicks

Your 5 Most Recent Posts

<table>
<thead>
<tr>
<th>Published</th>
<th>Post</th>
</tr>
</thead>
<tbody>
<tr>
<td>03/12/2014</td>
<td>I am DONE talking about winter weather. I refuse to look back. This past Sunday, March 9, 2014 our</td>
</tr>
<tr>
<td>03/11/2014</td>
<td>Last evening the Law Enforcement Career Development Workshop held its third session at the</td>
</tr>
</tbody>
</table>
Twitter

• 140 characters. Try to use less. Link to more details: website, blog.

• Learn Twitter lingo.
• Use abbreviations. Eliminate punctuation where possible.

• ALL CAPS is shouting. Don’t shout.

• Write your message, then start eliminating words and using abbreviations to say the same thing in <140 characters.

• RT is re-tweet. MT is a modified RT.

• .@TwitterHandle is a public message to TwitterHandle

• DM TwitterHandle (note the space) is a direct message (private) to TwitterHandle. Allow this in settings for it to work for everyone.

• Mention means someone used your Twitter handle in a tweet.
Twitter

- Tweet valuable content and your followers will grow:
  Road closures, meeting reminders, posted budgets, closed fields, events, important web postings, celebrations, honorees, good press, #tbt (Throw-Back-Thursday). Use photos where possible.

- If someone asks you a public question, answer publicly.

- If someone DMs you, and you need more information to answer, give them a link to your feedback form.

- If someone DMs you, answer them privately.

- If people RT your tweets, thank them with an @ message.

- Create a Twitter widget for your website. Put it on your home page. (https://twitter.com/about/resources/widgets)
Twitter Advantages

- **Fast Follow**
  - Get Tweets as Text Messages
  - Text “Follow @TwitterHandle” to 40404
    Example: Text “Follow @MorrisOEM”

- **Widgets**
  - Code that allows you to put Twitter on your website or blog
  - One message, multiple locations
  - Can put one Twitter handle in multiple locations
    Example: MorrisOEM.org
  - Use widgets for blog posts, Facebook as well
The Dashboard:
Everything in one place
The Dashboard: One Message
One Message
Many Channels
The Dashboard: Shrink Links
The Dashboard: Save Messages

- Hello
- Add a link...
- Save message as template

- Compose message...
- Add a link...
- View templates

- 135 Twitter, 1995 Facebook
- 140 Twitter, 2000 Facebook
The Dashboard: Schedule Posts

AutoSchedule (NEW!)
AutoSchedule your message for optimal impact.

March 2014

2014-03-12
6:55 AM

Want to save time? Try the bulk message uploader
The Dashboard:
Add Apps, Upgrade, Learn
The Dashboard: Add Apps, Upgrade, Learn

- App Directory
  - All Apps (144)
  - New Apps (14)
  - Featured Apps (11)
  - Premium Apps (66)
  - Free Apps (78)
  - Installed Apps (2)

- YouTube Free
  - By Synaptive
  - 335 reviews
  - The leader in online video sharing is now available for Hootsuite. The YouTube app allows you to view videos, search for videos, share videos to your social networks and more.

- Tumblr
  - By Mahesh Asolkar
  - 342 reviews
  - Tumblr lets you effortlessly share anything. The Tumblr app for Hootsuite allows you to post to your Tumblelogs, view your Tumblelogs and the Tumblelogs you follow, share posts to your social networks and more.
The Dashboard: Add Apps, Upgrade, Learn
A Few More Things: Search, Filter, Delete

- To search Twitter, enter the search criteria in the search box and click the magnifying glass.
- To create a stream of a particular search term, click “+Add Stream”. Choose a search term or use logic as per examples.
- To create a stream of keywords, enter the terms. Tweets using any of the keywords will be returned.
A Few More Things: Search, Filter, Delete

✓ To use hashtags so your comments will be included in a stream using that term. No spaces in hashtags. Examples: #smem #goodtimes

✓ To be sure your tweet ends up in someone’s mentions stream, use @ before their Twitter handle. No spaces in Twitter handles.

✓ If you use a Twitter handle as the first word in your tweet, precede it by a period or it will only been seen by the person with that Twitter handle.

✓ Add photos and videos to tweets. If you’re using Hootsuite, use the ow.ly link shrinker to keep stats.

✓ To filter a stream, hover over the stream title and click the v

✓ To delete in Hootsuite, hover over the tweet in the ‘sent tweets’ stream and click the x.
One Post, Many Channels: Real World

PIO issues a press release

PIO posts on the website using Blogger. (Create a custom template)
Can use links and graphics, even videos in the blog post

Using RSS Feeds, subscribers sign up to get notified via email or in a reader.

Home page “What’s New” is auto-updated.

Blogger auto-emails press releases to whomever you want.

Website

Use Hootsuite to post to Twitter and Facebook. Include a link to website press release.

Twitter followers and Facebook fans are automatically notified.

Twitter “Fast Follow” puts tweets out as text messages. Text “follow [twitterhandle]” to 40404.
Cool Tools

Thunderpenny.com: Static HTML (and other FB tools)

Create your own Facebook tabs
Example: Facebook.com/MCUrgent commenting policy

Wufoo.com: Drag & drop forms creation

Paid version allows payment processing
Bulk export of entries immediately opens in Excel
Hidden admin fields; email notifications; comments and more
Can be embedded in Facebook, web sites

Paid version allows payment processing

Cool Phone Apps: Hootsuite

Evernote, Noteshelf, iAnnotate are excellent productivity tools
Effective Implementation

• Monitor your social channels daily
• The public expects to be heard on social media.
• Using a dashboard makes monitoring easy.
• Watch mentions, private messages.
• Social media is not a “push” technology. It’s a conversation.
• Not monitoring your channels is talking at your constituents, not talking with them.
• Respond as quickly as possible. If you’re researching an answer, let people know that.
• People know there’s a real person posting and are quite understanding of silly slips.
• Be honest. Social media is about trust.
About.Me/Carol.Spencer

Carol A Spencer
Stormzero, LLC
126 Brazos Drive
Cedar Creek TX 78612
About.me/Carol.Spencer

Carol@Stormzero.com
973-637-0483

This presentation:
https://www.slideshare.net/ChazNJ
1. **Emergency Communications Planning** *(coming soon)*
   - Develop a standard operating procedure outlining the steps a town will take to disseminate important information during emergencies
   - Utilize varied communications channels (traditional & digital media, text and email, sign boards, community posting boards & community networks)
   - Create a process for citizens to register for alerts

2. **Vulnerable Populations Identification for Emergencies**
   - Create or utilize an existing database of all vulnerable and special needs populations within the community to receive updates during emergencies
   - Keep a list of key stakeholders that can help get word out to special needs pops
   - Use of alternative communication formats for people w/ special needs
   - Create a system for special needs people to register for updates