



Social Media What is Your Strategy?



Agenda

- Definitions
- Historical Perspective
- Three Communities
- Things Aren't Always What They Seem
- Social Media Strategy
- The Steps of Engagement
- In Case of Emergency...
- What Should You Be Thinking About?



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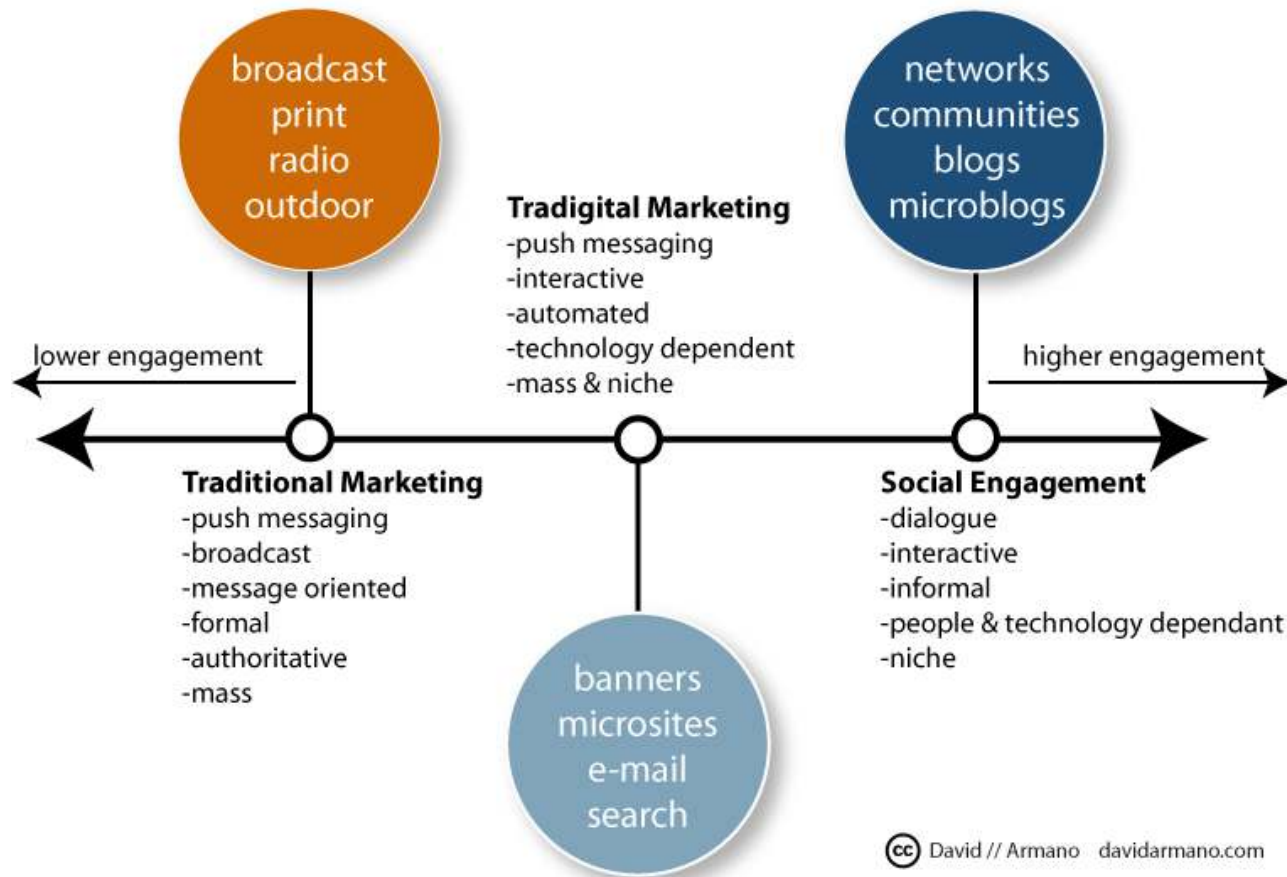
Definitions

Social Media

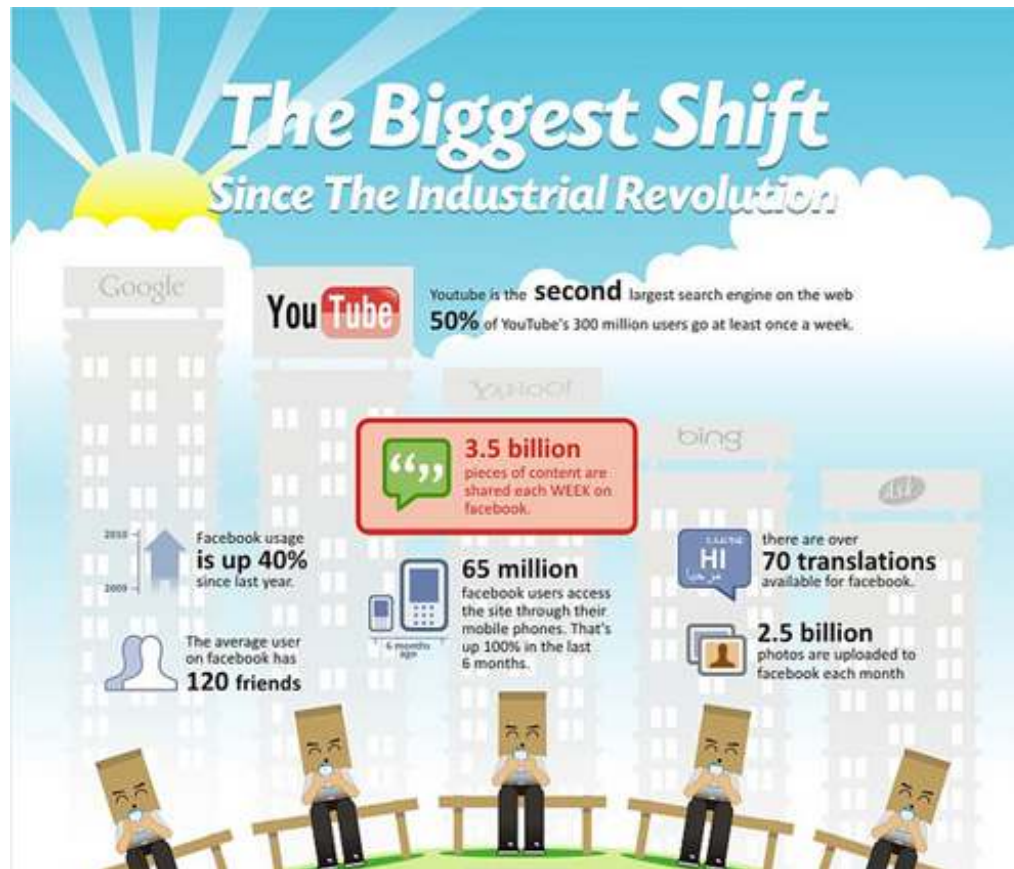


- **Social Media:** Web-based and mobile technologies able to turn communication into an *interactive dialogue*, allowing the creation and exchange of *user-generated* content.
 - Mobile.
 - Interactive
 - User generated.
- “By the people, for the people.”

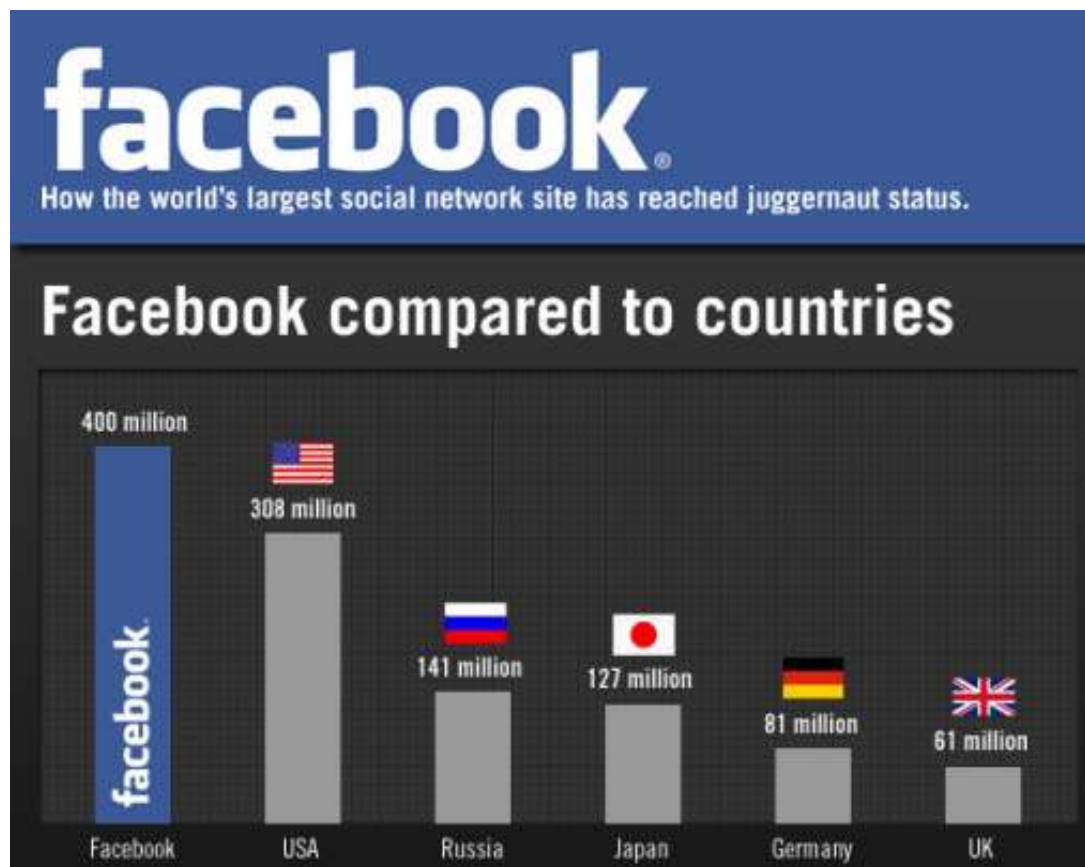
Social Media



Social Media is Big – and It's Not Going Away



How Big? BIG!





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Historical Perspective

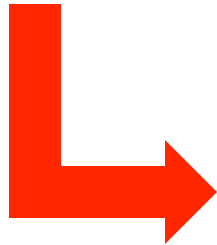
A More Primitive Time...



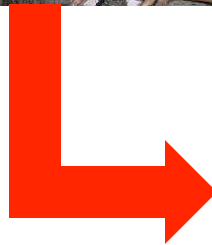
In The Old Days...



- Disaster Occurred... Loma Prieta Earthquake (1989)



Responders responded...
PIO collected information...
Prepared a press release...

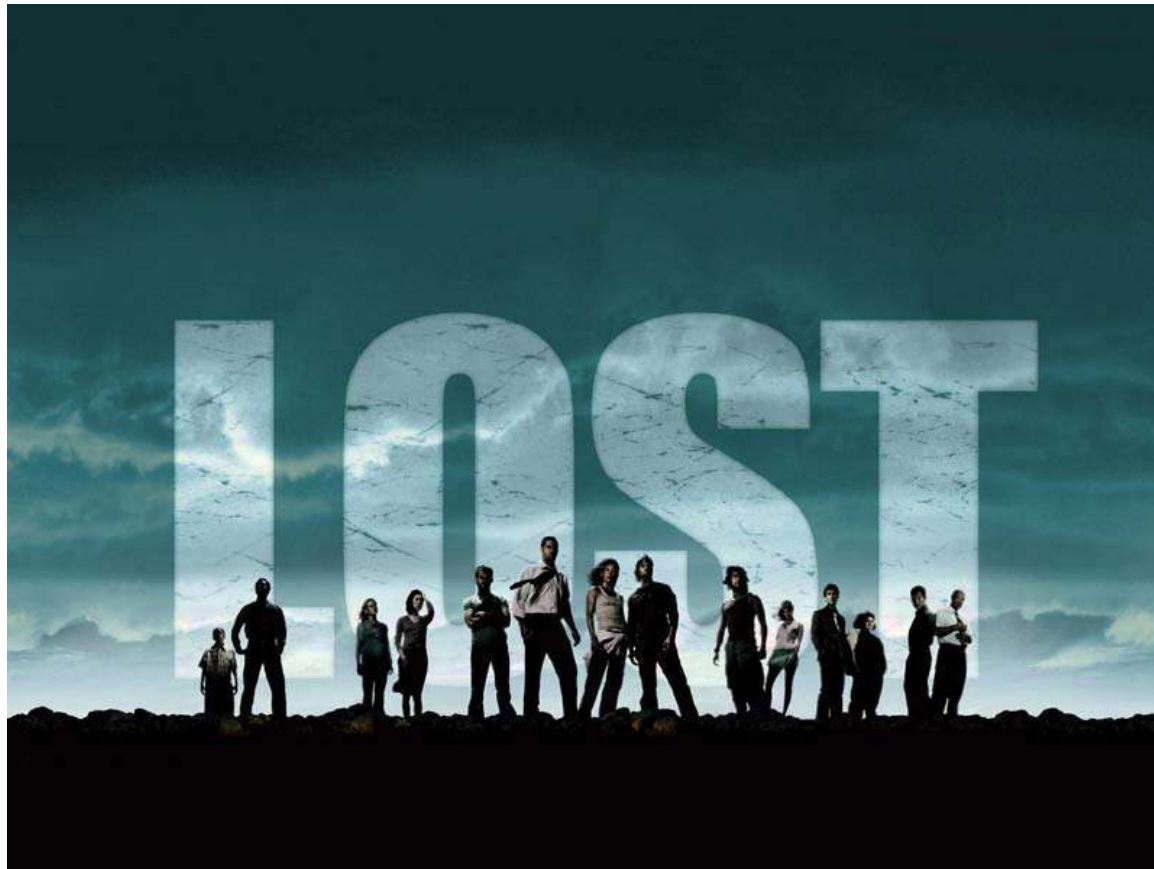


PIO informs the anxious, waiting public at a formal press conference



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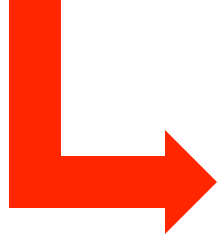
Our More Contemporary Time...



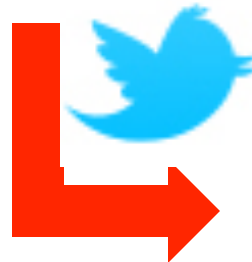
Brave New Word...



An F5 Tornado approaching Joplin –
Broadcast on YouTube – with over
4,271,000 views (<http://tinyurl.com/43b5n35>)



Within moments, ***people are informing people...*** Tweeting, FBing, posting images and video all in real time



The screenshot shows a Facebook page for the 'Joplin, MO Tornado Recovery' community. The page header includes the Facebook logo, a search bar, and a 'Like' button. Below the header is a map of Missouri with a red star and the word 'Joplin' written in a script font. The main content area features a 'Wall' section with a post from 'Wal-Mart Stores, Inc.' dated November 9, 2011, announcing the opening of a new Walmart store. The post has 265 likes and several comments. The left sidebar shows navigation options like 'Info', 'Friend Activity', and 'Photos', along with statistics: 172,289 likes and 1,129 people talking about this page.



And then...the 5.8 Virginia earthquake

August 23, 2011

- The 5.8 Virginia earthquake that hit last August resulted in almost instantaneous tweets – quake was at 1:51pm.
 - First tweets noted at 1:51pm
- First tweet reached NYC 40 seconds ahead of the quakes first shock waves.*
- Tweets peaked at 5,500 per second.

* SocialFlow

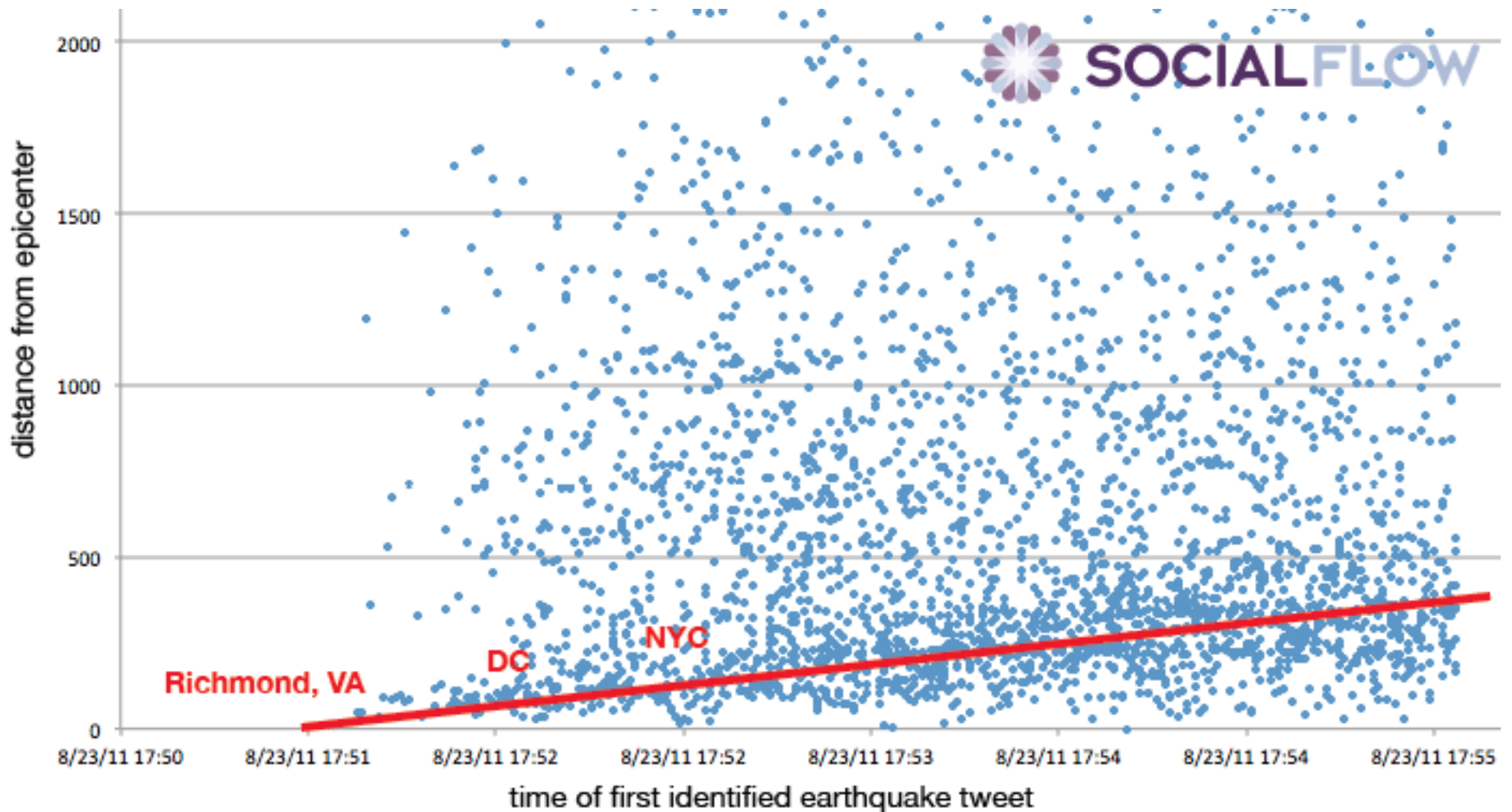
One of the First Tweets

- One of the first people to Tweet about the quake was [@b_mc817](#), posted a mere 30 seconds after the earthquake began, it is most likely that this user was typing as the tremor was taking place



[@b_mc817](#)
Glendaaaaa

Omg earthquake!!!



Humans as EQ Sensors: There was a clear 40-50 second warning signal between the very start and the New York City region. This signal manages to reach tens of thousands of people before a minute is over, in effect, a network of human sensors that not only identifies a substantial event, but also passes on information in remarkable ways.



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Three Communities

Three Different Communities

- “Real world”:
 1. Small towns.
 2. Big cities.
- “Virtual” world:
 3. Online communities.



Small Town



- Small population, frequent face-to-face interactions, and *positive identification*.
 - There is no question who said or did what.
- Reputation accrues not only throughout one's lifetime, but is passed down to one's offspring:
 - One's individual reputation depends both on one's own actions and one's inherited reputation.

Big Cities



- Community members come and go. We know a small fraction of people compared to the whole:
 - Small subgroups provide some implied reputation management.
- Reputations are managed with more formal tools:
 - Laws/criminal justice system.
 - Elections/elected officials.
 - Racial or ethnic prejudice.

Online Community



- Instant communication, 24x7:
 - There is no hiding, covering up, or holding back.
- **Everything** is available for public comment in a moment.
- Everyone is a “reporter” in the virtual world.
 - Cell phone photos and video are released to a global audience in moments.

BUFFALO BILL'S WILD WEST

AND CONGRESS OF ROUGH RIDERS OF THE WORLD.



COL. W. F. CODY
BUFFALO BILL
WILL APPEAR
AT EVERY PERFORMANCE.

A CONGRESS OF AMERICAN INDIANS. REPRESENTING VARIOUS TRIBES, CHARACTERS AND PECULIARITIES OF THE WILD WEST WARRIORS IN SCENES FROM ACTUAL LIFE GIVING THEIR WEIRD WAR DANCES AND PICTURESQUE STYLE OF HORSEMANSHIP.



Things Aren't Always What They Seem

Larry Ellison on Twitter – Or is It?



@TheFakeLarry (Larry Ellison)

Likes: "sailing, expensive cars, myself, the mirror, laughing at bill gates..." Another tweet: "I'm trying to add myself to favorites, how do I do that?"

Sarah Palin on Twitter – Or is It?



@FakeSarahPalin

"Does anybody know the definitionism of the word 'obtuse?' I AM NOT FAT IF THAT'S WHAT IT MEANS."

If we can make it so the ocean can be set on fire, doesn't that make us like the David Copperfield of oil?

8:18 PM May 19th via Twitterrific
Retweeted by 17 people

Reply Retweet



BPGlobalPR
BP Public Relations

Negative people view the ocean as half empty of oil. We are dedicated to making it half full. Stay positive America! #IwantmyBPtshirt

1:49 AM May 24th via web
Retweeted by 100+ people

Reply Retweet



BPGlobalPR
BP Public Relations

Just took a company tour of the Gulf Coast and of course Terry decides to pee in the ocean! LOL! #bpcares

about 11 hours ago via web
Retweeted by 80 people

Reply Retweet



BPGlobalPR
BP Public Relations

I'm sorry, are people mad at us for drilling in the ocean?!? Maybe God shouldn't have put oil there in the first place. DUH. #bpcares

about 13 hours ago via web
Retweeted by 100+ people

Reply Retweet



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Soon We Will Expect To See...

In All Building Stairwells





What is Your SM Strategy?

Strategy – You Need One!

- If you don't have a strategy in place to lead the charge into social media, you will be at a loss when it becomes overwhelming.
- A strategy allows you to measure success points in your social media journey.
 - This helps when it comes to YOU engaging THEM.



Strategy – Know Thyself

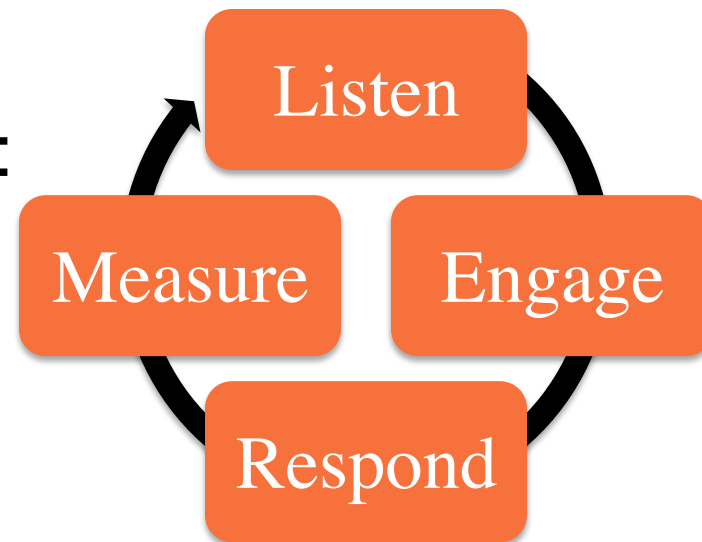
- Ask the most important question first: Why are you doing this?
 - This is the same question that drives our exercise design (and provides most of our answers).
- What do you want to get out of it?
- What kind of commitment are you willing and able to make?
 - How much budget? How much staffing?



The Steps of Engagement

Social Media Engagement

- Social media engagement is comprised of four steps:
 - Listen.
 - Engage.
 - Respond.
 - Measure.



“Listen”

- Listening (*real listening*) is a learned skill, and usually requires a mind shift for most people (companies):
 - Listen to actual customers and real people:
 - One-to-one.
 - One-to-many.

“Listen”

- Listening is important, in a social media context or other avenues:
 - You learn something.
 - Your product and services can become better because of it.
 - The interaction can be more positive and valuable than traditional advertising.
 - Your customers may get what they want.
- Everyone can win.

Listening Using SM

- A few places to start:
 - Blogs (yours and others')
 - Reviews (Yelp!, Epinions, Angieslist, etc.)
 - Chat
 - IM
 - Facebook
 - Twitter
- Key words: Monitor and listen.



“Engage”

- Engagement is not talking *at* them, but speaking *with* them.
 - This is called a “conversation.”



“Engage”

- Engagement is:
 - A two-way street – talking and listening.
- Engagement is NOT:
 - A sales pitch.
 - Concentrate on listening to the people who are investing in your writing and social media presence.
 - A numbers game.
 - Quality is always better than quantity.

Many Ways To Engage

- The Big Four
 - Facebook
 - LinkedIn
 - Twitter
 - You Tube
- Blogs



“Respond”

- Once you are in conversation (and your reputation is on the line), consider:
 - Do you respond? If yes, how?
 - What does that look like?
 - What vehicles do you use to reach out and spread your message?
 - Do you do it alone? Do you partner with others?

“Respond”

- Engage the community:
 - Don’t just push your message.
- When you speak:
 - Speak as a peer, rather than just as a spokesperson.
 - People disagree with you...that is OK...
Don’t beat the troll!

“Measure”

- How do you know if what you are doing is working?
- How do you measure your reputation in this “new world”?



“Measure”

- Some of the tools available to monitor and manage your online reputation:
 - Blog tracking.
 - Twitter/Facebook tracking.
 - Link tracking.
 - Google alerts.
 - New and emerging apps and services (Buzzlogic, Radian6, etc.).





In Case Of Emergency... You Had Better Be Ready When Your CEO Says...

BP CEO Tony Hayward



- *“We’re sorry for the massive disruption it’s caused to their lives.”*
- He went on to say:
“There’s no one who wants this thing over more than I do....I’d like my life back.” (May 31, 2010)



What Should You be Thinking About?

Anonymity in the World?

*“There is no privacy.
Everyone is the media.
You can’t hide anything – don’t even think about it...
Everything you do can be exposed – so think very hard
about what you want to be in the world.”*

*Gary Vaynerchuk
<http://reputationprofessor.com/>*

Your Place in the “New World”

- You should be thinking about how to live in this “new world.”
 - You are being pulled into it whether you like it or not.
- How will you manage the onslaught in this brave new world of constant communication?



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Thank you

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