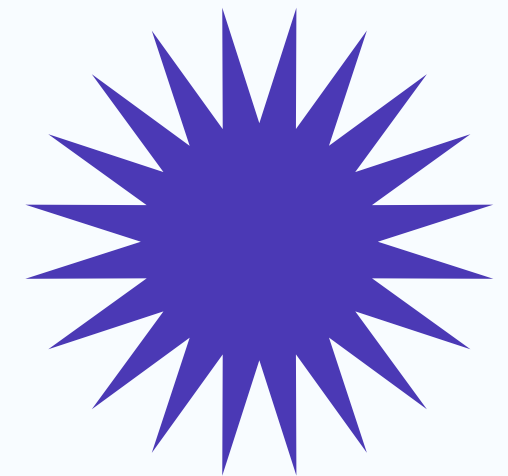
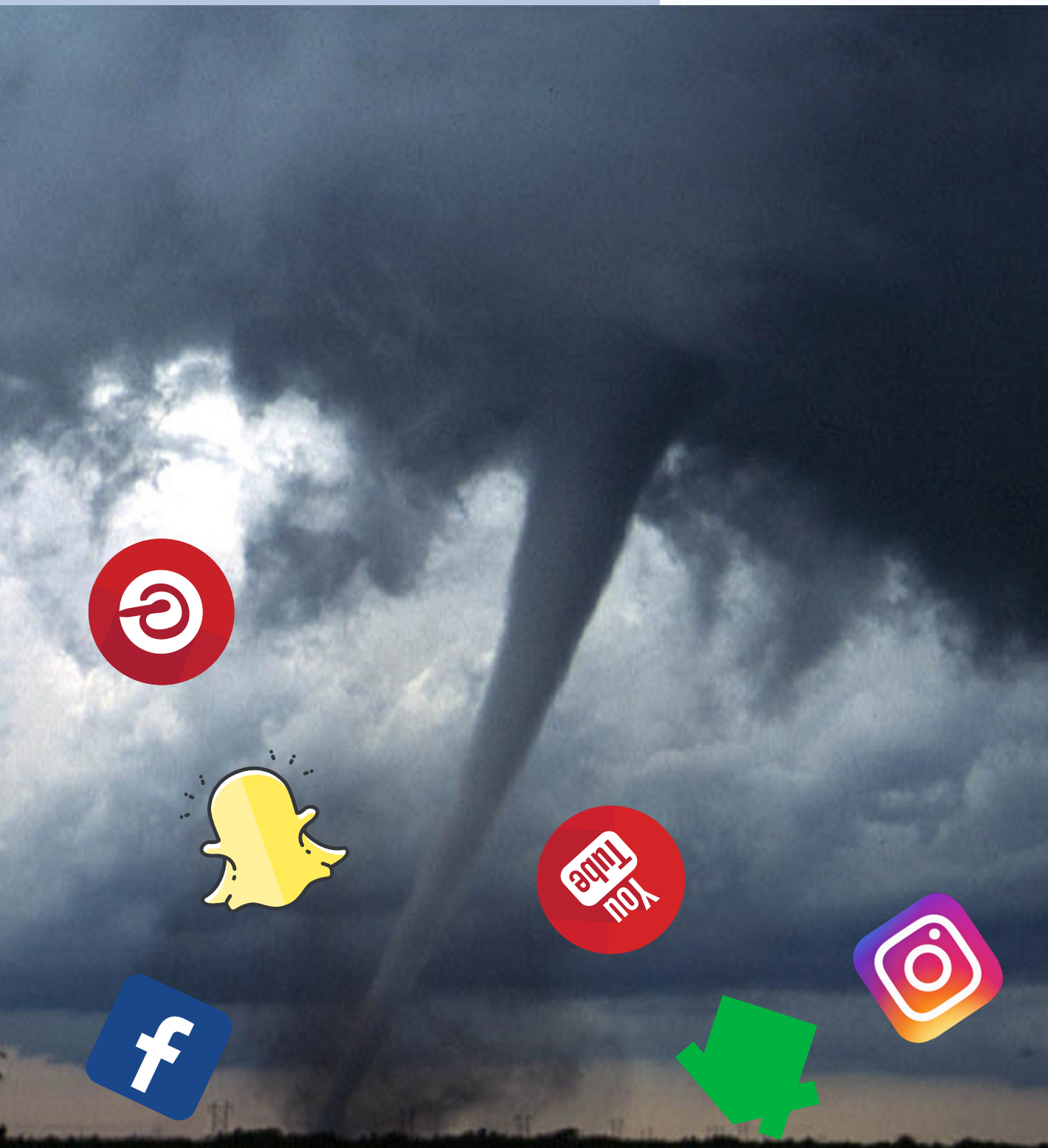


Virginia Emergency Management Symposium
June 16, 2021

Social Mediology:

Decoding Social Media Strategy
and Maximizing Emergency
Management Benefits

Ashley Morris
Baltimore County
Office of Homeland Security and Emergency Management

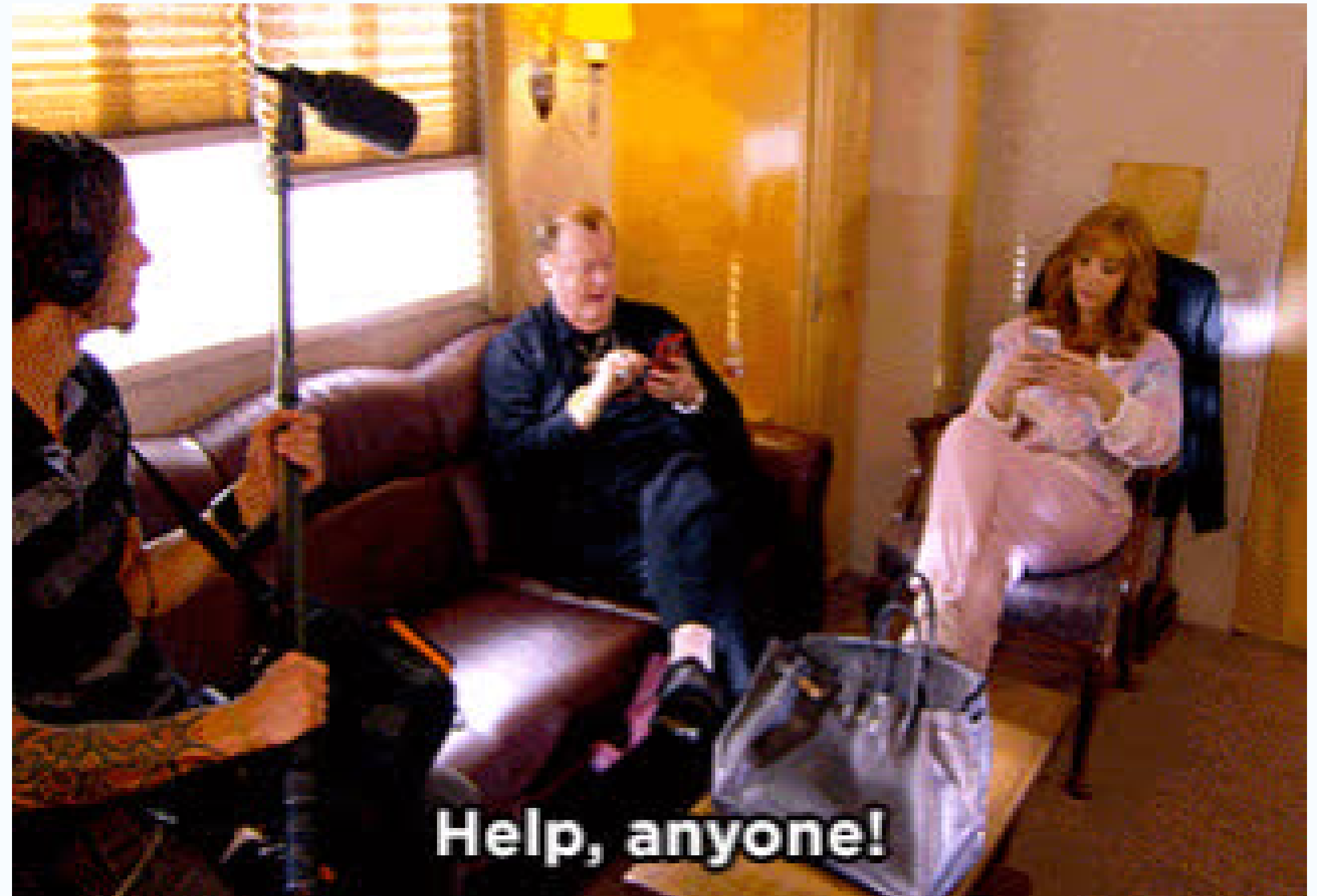




What's in Store:



- Social Media is EXPECTED
- Tell YOUR Story
- Post with PURPOSE
- The Platform DEETS
- Everything has a LIMIT
- BE ACCESSIBLE!!!
- It's a two way STREET
- Why and how to LISTEN
- Mission VOST



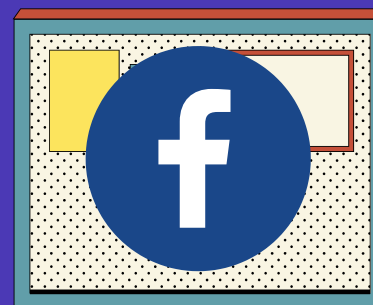


FACT: In 2021, Social Media Presence is Expected

Shift Of Technology

Out with the old:

- Communication
- Shopping
- Dating
- Learning
- Staying "In The Know"
- Expression
- Shaping the World



"Cord-Cutter" Movement

No More Cable:

- Saving money - No Cable/Landlines
- News when they want it
 - Evening vs 24/7 Cycle
 - Busy Lives
- More sources at fingertips
 - Freelancers
 - Digital news companies
 - Bloggers/Influencers

Open 24/7

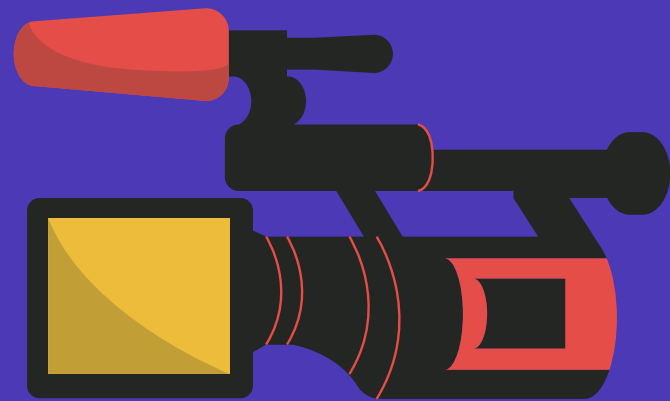


FACT: In 2021, Social Media Presence is Expected

Media Interface

Media has embraced social media

- Find story ideas
- Situation Updates
- Prefer social updates over other



Media Conversations

Media professionals use it to have conversations about:

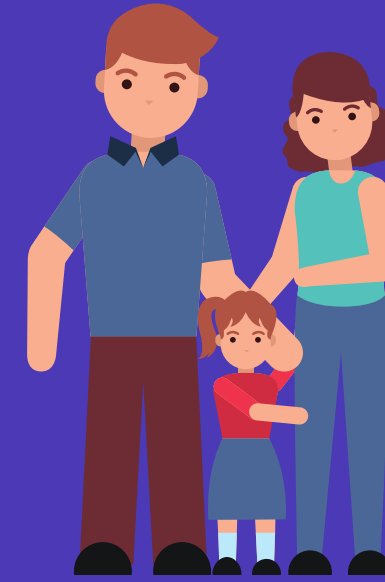
- Ongoing events
- Community state
- Their stories
- Topics of Interest



#VEMS21

FACT:
When people can't find it...
they ask on social media

friends



Friends - Neighbors - Outside Sources

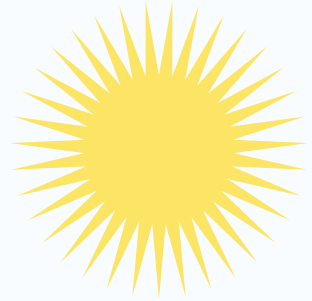
FACT:
When people ask others...
they receive unverified info

Interpretations, Rumors, He/She Said, Perceptions

BIAS



If You Don't
TELL YOUR STORY,
Someone Else Will...



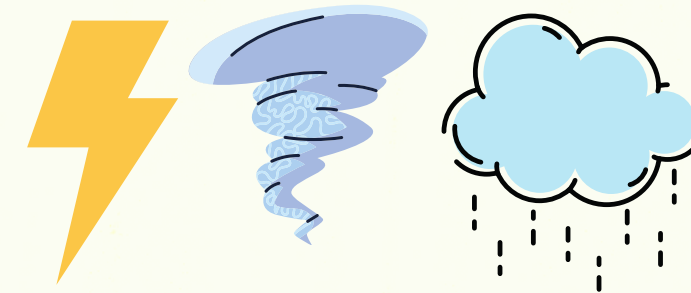
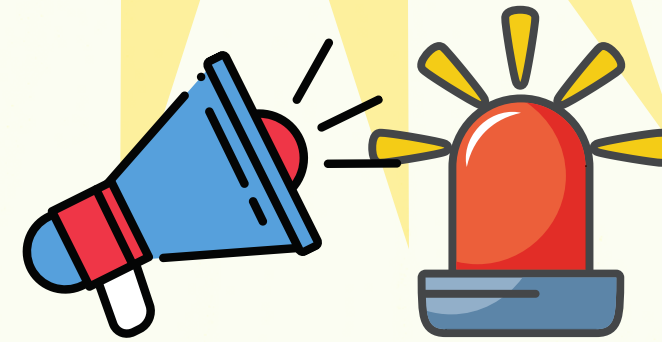
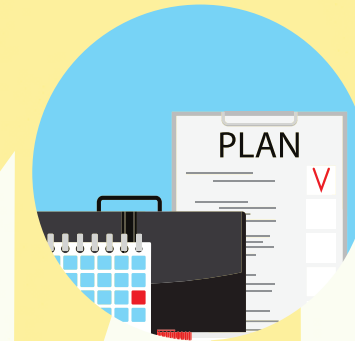
Tell YOUR Story

Shine the LIGHT!



Agency Updates

- Background
- Agency "Why"
- History
- Agency "Who"
- Accomplishments
- Service/Visibility



Public Education

- Preparedness
- Public Info Sources
- Local Hazards
- Awareness Campaigns
- EM Basics



Incident Information

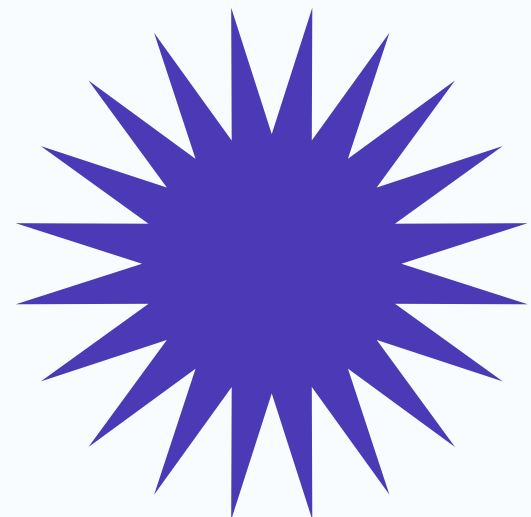
- Notice of Incident
- Timing
- Actions to Take
- Resource Help
- Aid Processes
- Recovery Info

#VEMS21



Shine Your Light Through:

- **Photos**
 - Behind the Scenes
 - Action Shots
 - Humanize Agency
- **Videos**
 - Interviews - Live/Recorded
 - Fun Trends - Fit Brand
 - Tours & Edu Info
- **Graphics**
 - Interactive
 - Visual/Easy to Understand
 - Helpful Info
- **Link Usage Limited**



Just Posting... Isn't Enough

Post with **PURPOSE** to **MAXIMIZE** Reach

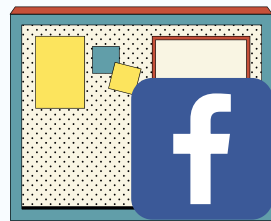
- Population Analysis
 - Census: Age, Race, Education, Language, Occupation
- Social Media Platform
 - Based on Population Analysis
 - Facebook, Twitter, Instagram, Nextdoor
 - Not all platforms are equal!
- Make the Message Meet THEM
 - Specific
 - Localized
 - Relevant
 - "Folk Speak"



Social Media Platforms



FACEBOOK:



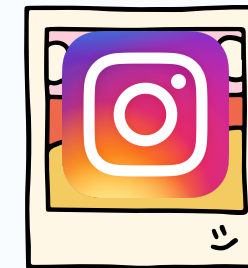
- Networks of Networks
- Algorithm HEAVY
 - Post Count
 - Post Timing
 - Who Sees What
- "Bulletin Board"
- Community Groups
- Best for: Recovery

TWITTER:



- BREAKING NEWS!
- Better Order Structure
- Less Algorithm Impact
 - Top Tweets vs Latest
- "News Feed" or "Paper with Headlines"
- Hashtag Sorting
- Best for: Response

INSTAGRAM:



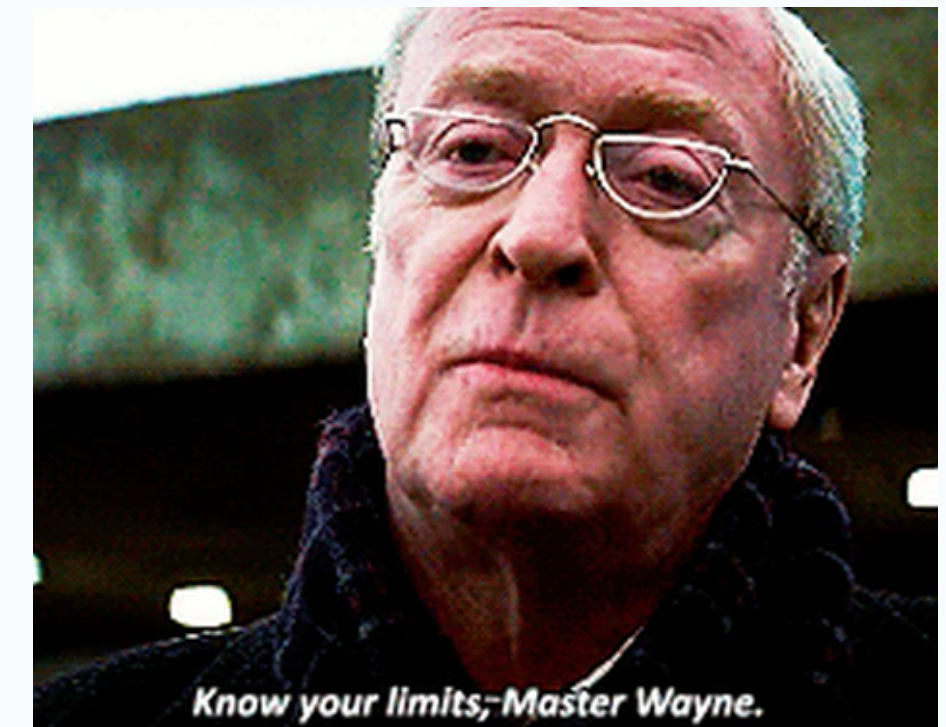
- Pretty Pictures!
- Tell story with photos
- CANNOT post links in post
- More hashtag reliant
 - Use A LOT
- Less location dependent
- Best For: Preparedness and Agency Rapport

NEXTDOR:

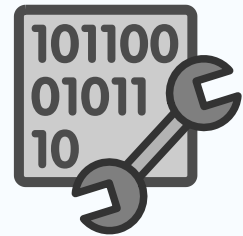


- "Neighborhood Watch"
- Post updates, events, and photos to neighborhoods or entire jurisdiction
- People ready to help!
 - CERT/Outreach
- Target affected areas
- Best for: Outreach Events, Response, Recovery

Social Media LIMITATIONS



Algorithms:



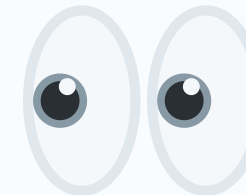
- Determine how many of your residents see your posts:
 - How many posts
 - What you post
 - How people react
 - Subject Type

Usage Access:



- Can only reach those who follow you or follow someone amplifying your posts
 - Followers
 - Non-SM Population
 - Internet Access
 - Digital Literacy

Brand Visibility:



- People can only follow you if they know you exist
 - EM field visibility
 - Local vs fed visibility
 - City vs county
 - OEM vs FD/PD
 - OEM vs county acct

Accessibility



- A large amount of government agencies are NOT providing accessible content:
 - Sight - Screen Readers
 - Hearing - Captions
- Accessible content during disaster could be life or death to AFN community

Accessible Content is a **MUST!**

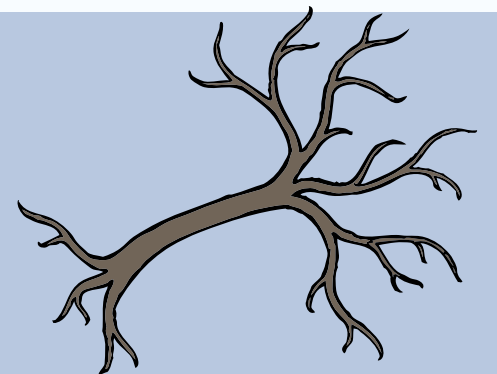
- Alternative Text
- Camel Case Hashtags
- Subtitles and Transcripts
- Statement Graphics
- URL Shortener
- Emoji Mindfulness
- Access/Functional Needs Content Inclusion



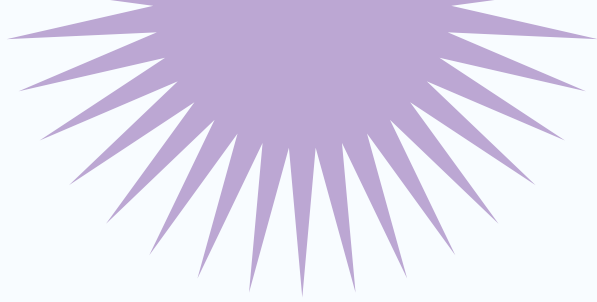
#VEMS21

Social Media for Situational Awareness

It's a TWO WAY STREET -
Not a One Way Broadcast!



Social Listening



01.

Storm Reports - Eyes on the Ground

Can lead to faster shelter activation, damage assessment activation, and assessment of needs.



02.

Planned Events or Threats

Can lead to planned event preparedness and readiness, protection of assets, and violence prevention

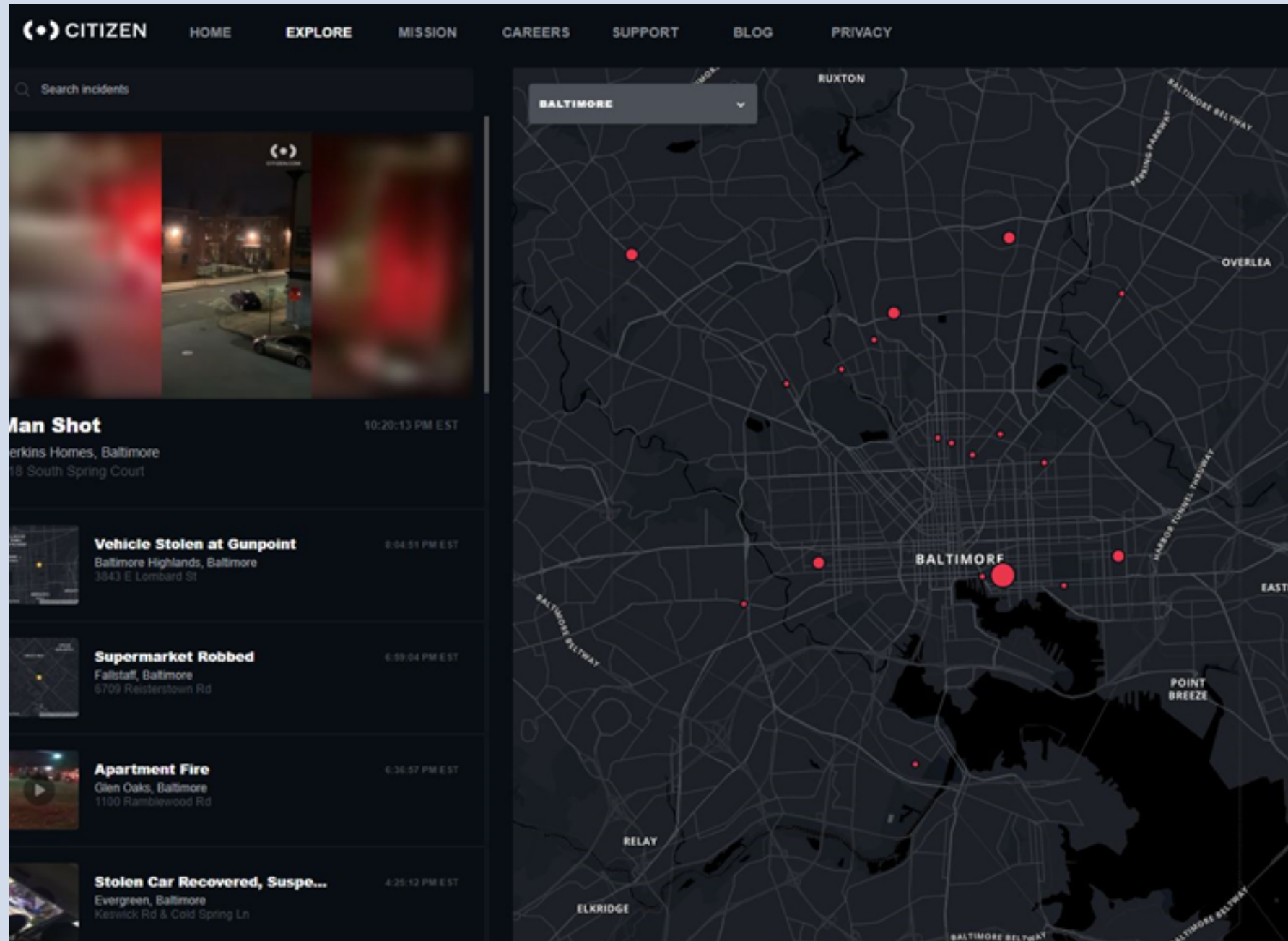
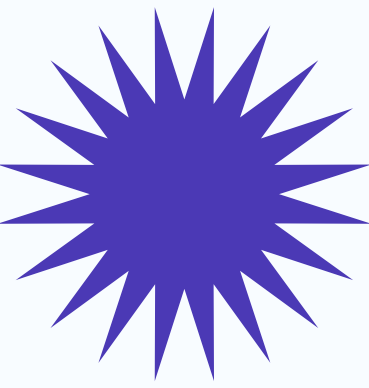


03.

Message Correction

Can lead to bettering the info getting to the public through media resources

Tools to Listen:



- Solicited reports:
 - Comments, Messages
 - RELATIONSHIPS!
- Use of Hashtags
 - #LWXSpotter
 - #BCoWx
- TweetDeck and Strings
 - (near:"Towson, Maryland" within:25km) AND rain OR flooding OR flood OR water rescue OR water damage OR rain
- Snapchat Map
- Citizen and Crowd Sourcing Apps

Tools to Listen:



Tweet

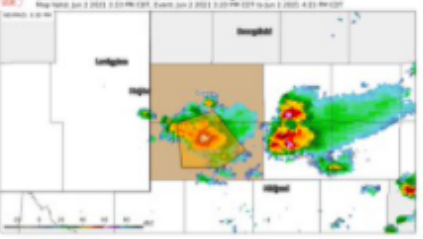
Search Twitter

- Home @MissAshes92
- @BaltCoEmergen... @MissAshes92
- #LWXSpotter @MissAshes92
- (near:"Towson, M..." @MissAshes92
- (near:"Essex, Mar..." @MissAshes92
- (near:"Reistertow..." @MissAshes92
- #emgtwitter @MissAshes92
- #BCoWx @MissAshes92
- User @BaltCoFire
- User @BaltCoPolice
- User @MDOTNews

Home @MissAshes92

KAMC News @KAMCNews now
ACLU and Planned Parenthood of Greater Texas have both responded to a recent court ruling. Read below for more information:
trib.al/3eZodim

Nick Kraynok @Nick_Weather now
MAF continues Severe Thunderstorm Warning [wind: 60 MPH, hail: 1.00 IN] for Andrews, Gaines [TX] till 4:15 PM CDT
mesonet.agron.iastate.edu/vtec/f/2021-0-...



Kevin Ramirez @TXTornadoChaser now
MAF continues Severe Thunderstorm Warning [wind: 60 MPH, hail: 1.00 IN] for Andrews, Gaines [TX] till 4:15 PM CDT

@BaltCoEmergency

BaltimoreDPW @BaltimoreDPW 1d
Replying to @BaltCoEmergency @kcg_stu...
Please call 410-396-5352 to report discolored water.

KC/G STUDIO @kcg_studio 1d
Replying to @BaltCoEmergency @BaltCoG...
Thank you for your help

Baltimore County Emergency ... 1d
6/1 marks the start of #HurricaneSeason.

Are you #BCoReady? What preparedness tasks have you completed for the 2021 season

- 🏠 = Evacuation Plan
- 📦 = Emergency Supplies Stock
- 🚒 = Shelter and Communication Plan

Have all 3? Tweet us a 🤔, preparedness all



#LWXSpotter

Ashley Morris @MissAshes92 4d
@NWS_BaltWash #LWXSpotter

FOX Baltimore @FOXBaltimore
🚧🚧 Flooding is happening NOW on I-83... Police are reporting that the on-ramp is CLOSED downtown.
#staysafe

foxbaltimore.com/news/local/wea...
twitter.com/AshleyKramlich...
twitter.com/FOXBaltimore/status/1398...

(near:"Towson, Maryland" within

MFN {L} God @burnergod77 1d
They still forcing dr squatch commercials on me and I'm tired of seeing these ppl wash their bodies with just the bar of soap. No rag, no exfoliating glove, just direct bar to body.

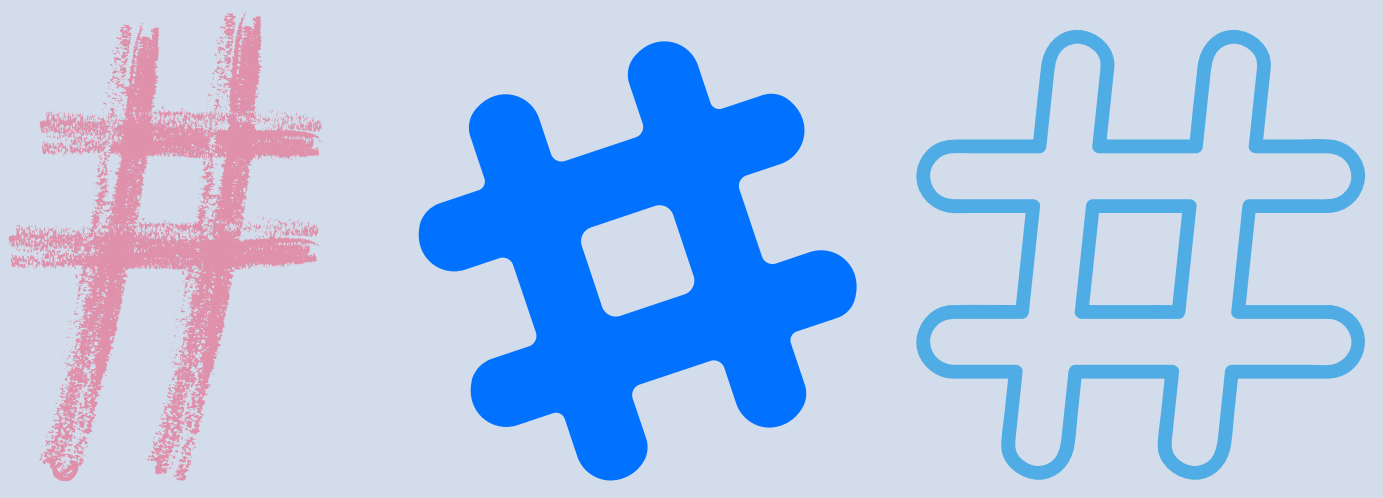
Every day how some of yall smell like a bowl of rain water ramen makes more sense

Ralph Morrow #GSBOUT @Chief... 1d
Replying to @GoAssist

(near:"Essex, Maryland" within:2'

cicada girlboss @tube_ebooks 16h
"no, knowledge was power. mary preferred to know what was coming. if that meant fewer dates then that was fine" is such a sam line..... dean and mary comparisons will ALWAYS elude me

Life's a Screenplay @a_screenplay 2d
Some old people are so ornery...to-the-12th-power ornery! This old guy stepped in line between me and a woman. He explains (to her) that he

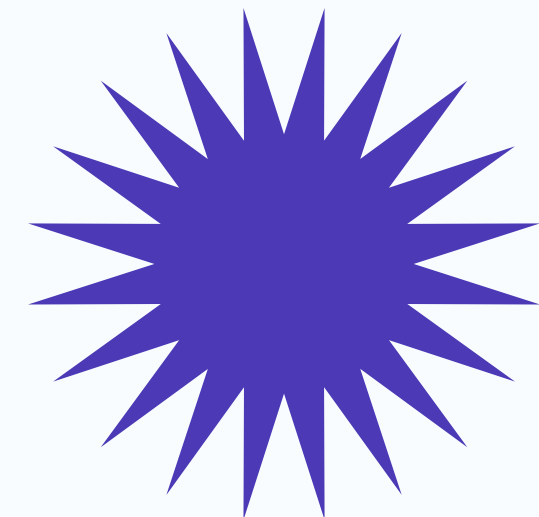


*When People Don't Report,
We DIG!*

Virtual Operation Support Teams (VOST)

Volunteers to help you dig reports

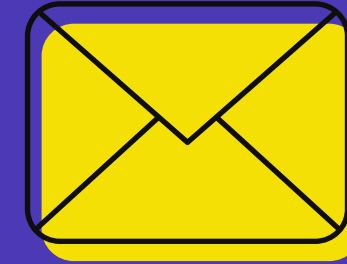
- Vetted volunteers (Skywarn, CERT, Social)
- GroupMe/Chat App
 - Activate Decision: EOC, Weather coming
- Report Flow
 - Volunteers
 - Team Lead
 - NWS/OEM



Get In *Touch!*

REACH ME AT:

amorris@baltimorecountymd.gov
aemorrisem@gmail.com



@MissAshes92
#EMGTwitter

@BaltCoEmergency

