Social Engagement in Disaster Response

*Risques et réseaux sociaux*

*workshop*

January 2015
Social Engagement from 2006-2012
Public is a Resource

We must stop looking at the public as a liability and start looking at them as a resource.

Craig Fugate, Administrator Federal Emergency Management Agency (FEMA)
Making Data Actionable
Digital Volunteers
Dell and the Digital Operations Center
What Does It Do?

Based on the design of Dell’s Social Media Command Center, the Red Cross Digital Operations Center will:

- Visualize information drawn from Twitter, Facebook, blogs, You Tube, and other social media sites
- Serve as a coordination center for social media engagement with the public during both domestic and international disasters
- Help us better manage data so it will be useful for decision makers
Who powers the DigiDOC?

- Local Social Engagement Teams
- NHQ Social Engagement Team
- Digital Volunteers
- Disaster Services
Tornadoes put the DigiDOC to the test
Engaging during the Midwest Tornadoes 2012

Hungrr @Hungrr
Storms across the US, think about these communities. They'll need food & volunteers. Check local food banks & Red Cross. Hungrr
#tornados RT

Adi Simpson @8080xIconic
There's tornado warnings all around my house. I'm scared cuz we don't have any flashlights and I'm alone! @ICONicMad SAVE ME
Expand

Gloria Huang @riaglo
@8080xIconic thx for the @RedCross mention! Pls also let ppl know that we can't accept food/clothing/item donations, it's not what we do :) Hide conversation Reply Delete Favorite

Gloria Huang @riaglo
@8080xIconic head to basement or a bottom floor inner closet/windowless room to take shelter! Stay safe and ((hugs)) from us at @RedCross

Adi Simpson @8080xIconic
@riaglo thanks. TO THE BASEMENT!!!!

Isabelle H-Gustafson @izzyroses
@RedCrossDFW @rRedCrossOKC @wichitaredcross @omaharedcross Damag reported in Rush Center, KS. Rees down, power pole snapped off near the base.
Expand

Nikki @NikkiRozay
Omg this wind is so disrespectful right now yo!!

Red Cross DFW @RedCrossDFW
@NikkiRozay It is fierce, but you will be okay. Try to stay indoors until it passes. Biggest threat is going to be dangerous lightening.

Nikki @NikkiRozay
@RedCrossDFW will do! Thanks for always being on alert! You guys are awesome!
Hurricane Sandy made a huge impact
Stats on social during Sandy

- Over **2.5 million** posts pulled in for review
- **2,386** responses sent via Radian6
- **31** digital volunteers
- **229** posts about needs in affected areas sent to Mass Care team
  - **88** posts resulted in action on the ground
- **19** daily digiDOC briefs sent to Disaster Services and partners
Top social topics

People in affected areas/friends and family of affected people
- Damage/need reports
- How to get help

General public
- How to help
- Emotional support
- Fundraising
Kelly Ann @kellygirl311

@redcrossny Oceanside, NY has been w.o power for 12str8 days. No heat, snow, n many lost homes.worried abt elderly nchildren WE NEED HELP

NY Red Cross @redcrossny

@kellygirl311 Is there a specific cross street we could direct our trucks? Thank you for letting us know.

Kelly Ann @kellygirl311

@redcrossny yes Merle ave and foxhurst rd..(school #6)... Vermont ave and Fulton ave ( school #8) ... High school skillman av and browser av
@stormpics Do you guys know how badly the homes near Moore medical center were damaged? Friend lives there. No word yet. I'm scared for her.

Andreas T. Jackson @MediaATJ
@BBcaskin Hello, I am a Red Cross Volunteer. Here is a link to Safe and Well to check. Hope your friend is o.k.
bit.ly/w2cGYv

Bethany Berg @BBcaskin
@MediaATJ thanks so much! I finally heard she's ok! Her mom and her were at work. Their house is destroyed but I'm just glad they're safe.

Andreas T. Jackson @MediaATJ
@BBcaskin You're welcome, & thanks for the update. We're glad to hear that your friend and her mom are safe. Give them our well wishes.
Pamela Sue

Please don't forget the Bethel, Shawnee, Carney, Little Axe and Prague areas. We were hit pretty hard too. We lost homes, lives and are in need of so much help. We heard yesterday they are turning away help in Moore, send them down our way. We have people living in tents and are doing what we can. All the organizations left us and are no longer helping. Please, send the news stations back down to report, we need your help too.

American Red Cross
Hi there - We got some great feedback from the online community to let us know that we needed to be sending MORE supplies into these areas. Yesterday, we had distribution sites in Carney and Bethel Acres, and Shawnee, and today we're planning on ramping up our mobile supply distribution in those areas so we can get to more people. Thanks!

Diana Hege
thank you so much for all you do!
If you see any Red Cross trucks w/ meals in your neighborhood, please tweet out locations and pic so others with know. Thanks!
What’s Next?

- Adapt to other lines of business – preparedness, blood services, training, etc.
- Reverse our workflow to decentralize social engagement throughout the enterprise
- Launch Social Engagement Certification training
- Launch Digital Volunteer Role
- Launch update Social Engagement Handbook
Kelly Ann @kellygirl311
@redcrossny Oceanside, NY has been w.o power for 12str8 days. No heat, snow, n many lost homes.worried abt elderly n children WE NEED HELP

NY Red Cross @redcrossny
@kellygirl311 Is there a specific cross street we could direct our trucks? Thank you for letting us know.

Kelly Ann @kellygirl311
@redcrossny yes Merle ave and foxhurst rd..(school #6)... Vermont ave and Fulton ave ( school #8) ... High school skillman av and browser av
@stormpics Do you guys know how badly the homes near Moore medical center were damaged? Friend lives there. No word yet. I'm scared for her.

10:03 PM - 20 May 13

Andreas T. Jackson @MediaATJ
@BBcaskin Hello, I am a Red Cross Volunteer. Here is a link to Safe and Well to check. Hope your friend is o.k.
bit.ly/w2cGYv

Bethany Berg @BBcaskin
@MediaATJ thanks so much! I finally heard she's ok! Her mom and her were at work. Their house is destroyed but I'm just glad they're safe.

Andreas T. Jackson @MediaATJ
@BBcaskin You're welcome, & thanks for the update. We're glad to hear that your friend and her mom are safe. Give them our well wishes.
Pamela Sue
Please don't forget the Bethel, Shawnee, Carney, Little Axe and Prague areas. We were hit pretty hard too. We lost homes, lives and are in need of so much help. We heard yesterday they are turning away help in Moore, send them down our way. We have people living in tents and are doing what we can. All the organizations left us and are no longer helping. Please, send the news stations back down to report, we need your help too.
If you see any Red Cross trucks w/ meals in your neighborhood, please tweet out locations and pic so others with know.
Thanks!
The path forward

- More training for every disaster worker who can use social
- Real time data collection and reporting
- Volunteer management and capacity building – local and national
- True integration with disaster operations, including established processes for gathering/sharing data on needs
Challenges and opportunities

- Collaboration with grassroots groups who use social to help within their communities
- Information sharing between agencies on both local and national level during disaster
- Sharing best practices and coordinating efforts to encourage preparedness, bust myths, and direct the public to help in the most effective manner
Thank you!

Omar.Abou-Samra@redcross.org

@oabousamra