

# Tweet That! An EMS Guide to Using Social Media

© Richard Huff

By (c)Richard Huff - @RichmHuff -  
Pulse Check 2014



# Richard Huff



- Former Chief, Atlantic Highlands First Aid & Safety Squad
- EMT-B, NREMT-B
- NJ EMS Task Force
- NVFC/EMS R Division, Director-at-Large
- Journalist
- Public relations executive

# + Today's class

- What is social media
- How you can use it in a crisis
- Why you must be in it

# + When bombs went off



**Boston Police Dept.** 

@Boston\_Police

Boston Police confirming explosion at marathon finish line with injuries. [#tweetfromthebeat](#) via [@CherylFiandaca](#)

4/15/13, 3:39 PM

448 RETWEETS 49 FAVORITES



# + When the ground moved



**Snohomish County** @snocounty · Mar 22

Huge landslide on SR 530 at mp 37-38. Fire/rescue on scene. @SnoCo\_DEM coordinating. Please avoid area. Follow us here for updates #530slide

[Collapse](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS

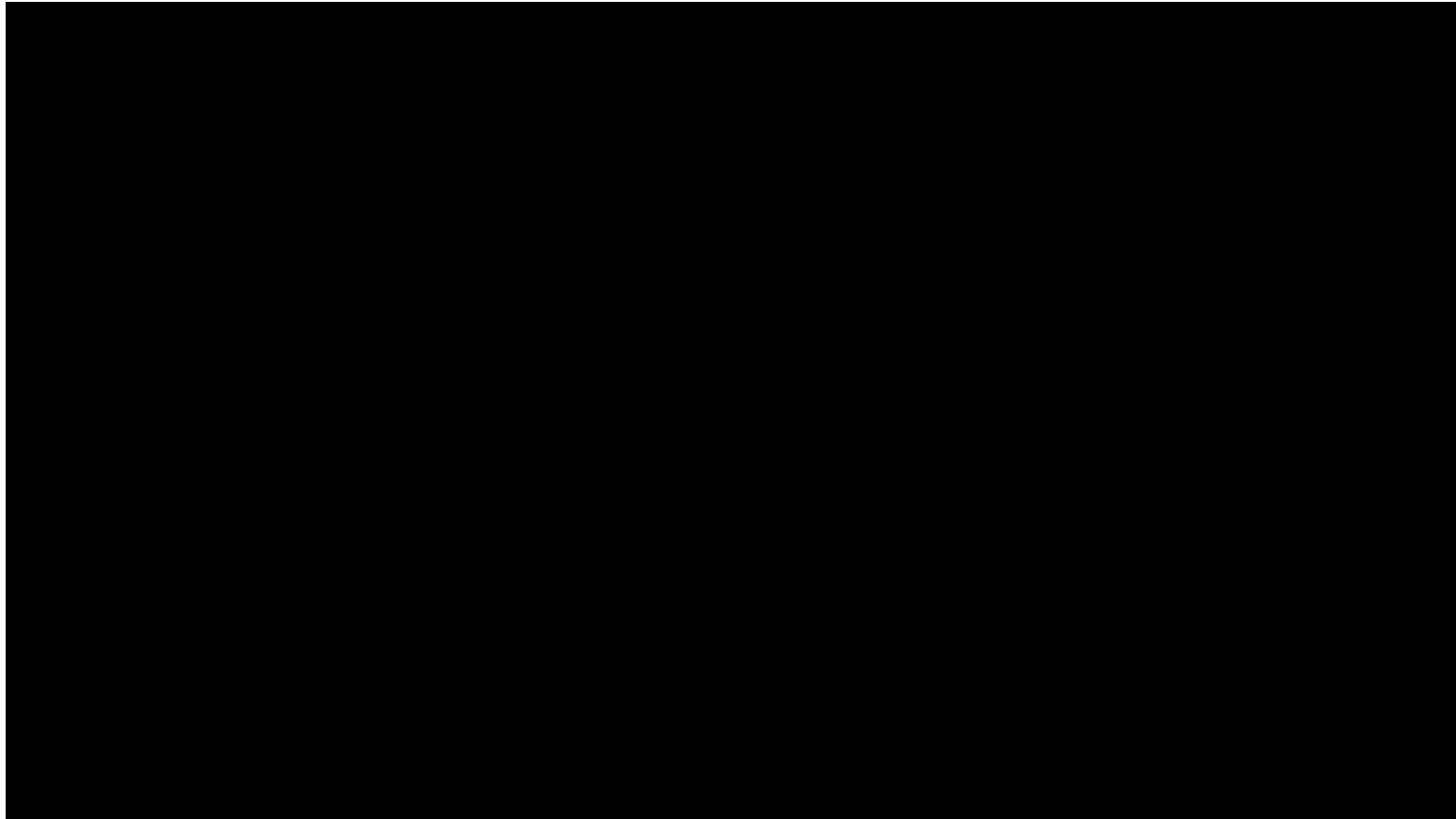
30

FAVORITES

6

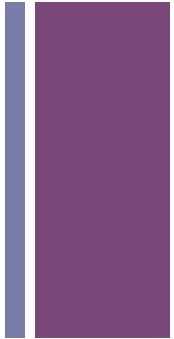


# + Social media in action





# Great tool, can cause problems



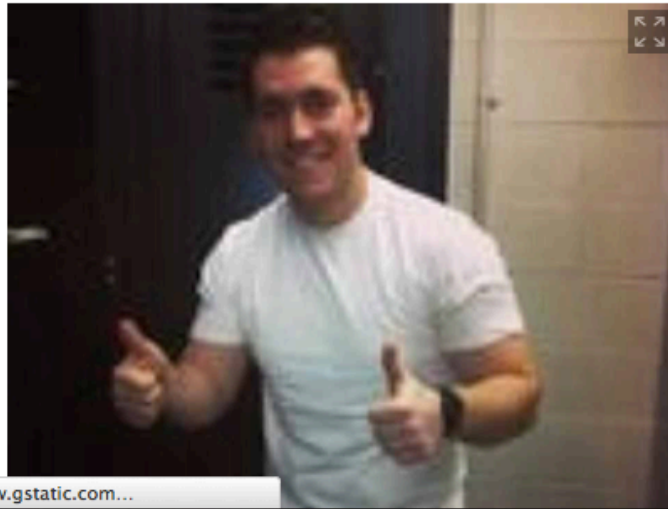
## Fire commissioner's son Joseph Cassano quits EMS in wake of racist tweets firestorm

Cassano, 23, had tweeted racist statements regarding working with Jews and blacks in his role as an EMS technician. He had only been on the job three months.

BY GINGER ADAMS OTIS / NEW YORK DAILY NEWS / Published: Monday, March 18, 2013, 1:15 PM

/ Updated: Tuesday, March 19, 2013, 1:43 AM

AAA



Y GINGER ADAMS OTIS

The fire commissioner's son quit the Emergency Medical Service Monday after he was accused of sending racist and offensive tweets.

[Joseph Cassano](#), 23, son of FDNY head Salvatore Cassano, stepped down after less than three months on the job as an emergency medical technician.

# + What's your story?

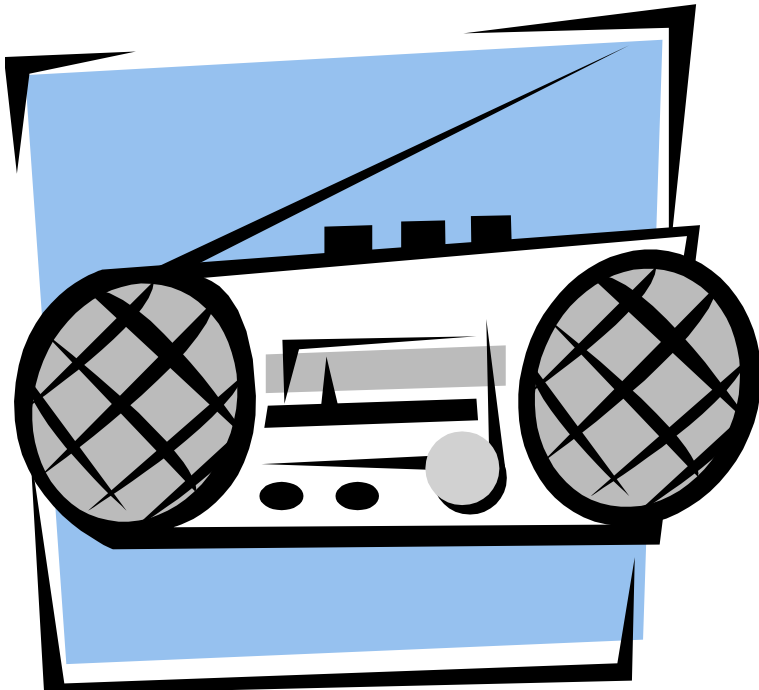
- How are your organizations using social media now?
- Are you comfortable?
- Have you had any problems?
- Are you prepared for storms, crisis, etc?



# + Social Media is a must



# + When Disaster Hits



# + Shoot first, call later



# + Seriously, though

## ■ Why?

- Save lives
- Reach a larger group of people
- Correct information
- Transparency
- Reduce 911 calls

# + Social media is critical

- Hurricane Irene
- Virginia Earthquake
- Superstorm Sandy
- Boston Marathon Bombings



# + Warning! Danger!



# + Back to our program



# + Twitter growth



- **255 million monthly active users**
- **500 million Tweets are sent per day**
- **78% of Twitter active users are on mobile**



# + Your constituents expect it

- Red Cross Study
  - 80% said responders should monitor social media and respond.



# + @FDNY - Sandy



Followed by [Emily Steel](#) and 1 other



**Michael Luo** @michaelluo · 29 Oct 2012

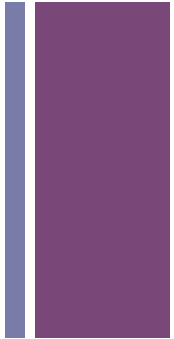
My friends' parents who are trapped on #StatenIsland are at **238 Weed Ave.**  
**Water almost up to 2nd flr. #sandy cc @fdny**

Expand

Reply Retweet Favorite More



# Anyone with a phone can report



**Mike Dauber** @dauber · 12h

LAX just shut down. Not letting anyone out of the terminal. So much for [#codecon](https://pic.twitter.com/GMAIKgtHsl) [pic.twitter.com/GMAIKgtHsl](https://pic.twitter.com/GMAIKgtHsl)

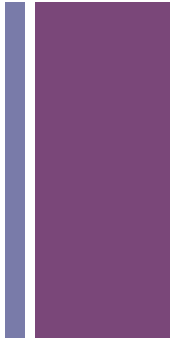


RETWEETS  
**15**

FAVORITES  
**3**



# + Circus accident



**Alexander Wood** @alexanderwood · 20h

Horrible accident at #RinglingBros #circus at #thedunk #Povidence. Structure holding performers fell 20+ feet.

📍 from Providence, RI

[Collapse](#)

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS

23

FAVORITE

1



# + Tweet with an image



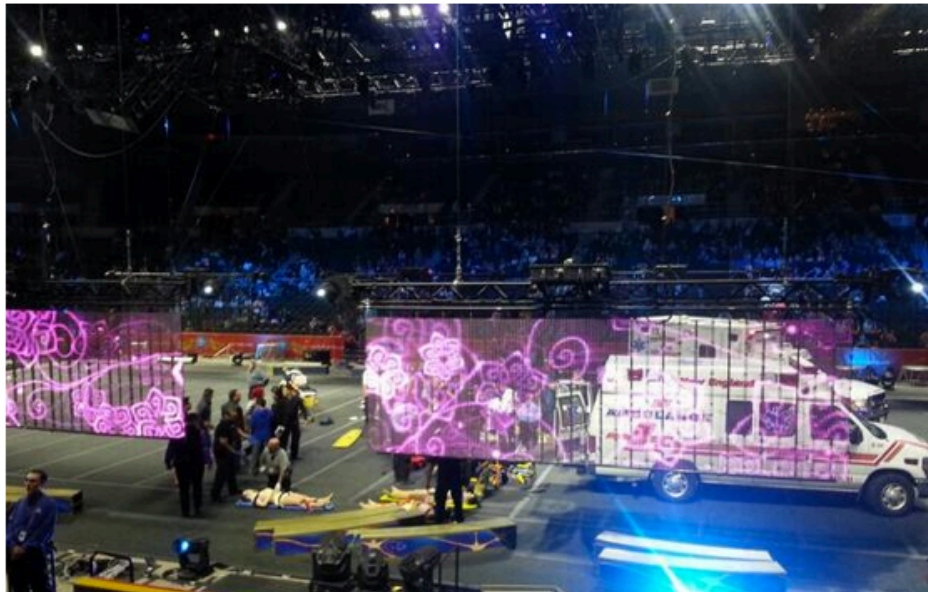
**Alexander Wood**  
@alexanderwood



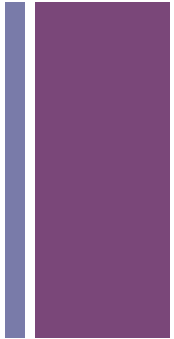
 Follow

Ambulances in [#thedunk](#) after horrible [#ringlingbros](#) accident in [#Providence](#).  
[pic.twitter.com/LYqnYwhYLN](http://pic.twitter.com/LYqnYwhYLN)

 Reply  Retweet  Favorite  More



# + Breaking news




**PGPDNEWS**   
@PGPDNews



**Following**

We are responding for a serious ax near Pennsylvania Ave/Walters Ln. Initial reports indicate one of our officers is involved/injured. NFD

 Reply  Retweet  Favorite  More

RETWEETS  
**29**

FAVORITES  
**3**



8:21 AM - 22 May 2014

# + Incident follow up



**PGPDNEWS** ✓  
@PGPDNews



Following

Media staging area - Pennsylvania Ave & Walters Lane. In parking lot w/McDonalds. We will brief as soon as possible.

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEET

1

FAVORITE

1



9:05 AM - 22 May 2014

# + Tweet with a link



**PGPDNEWS** ✓  
@PGPDNews



Following

PGPD patrol officer seriously injured while on traffic stop. [tinyurl.com/pa6t6yl](http://tinyurl.com/pa6t6yl)

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS  
**8**

FAVORITES  
**2**

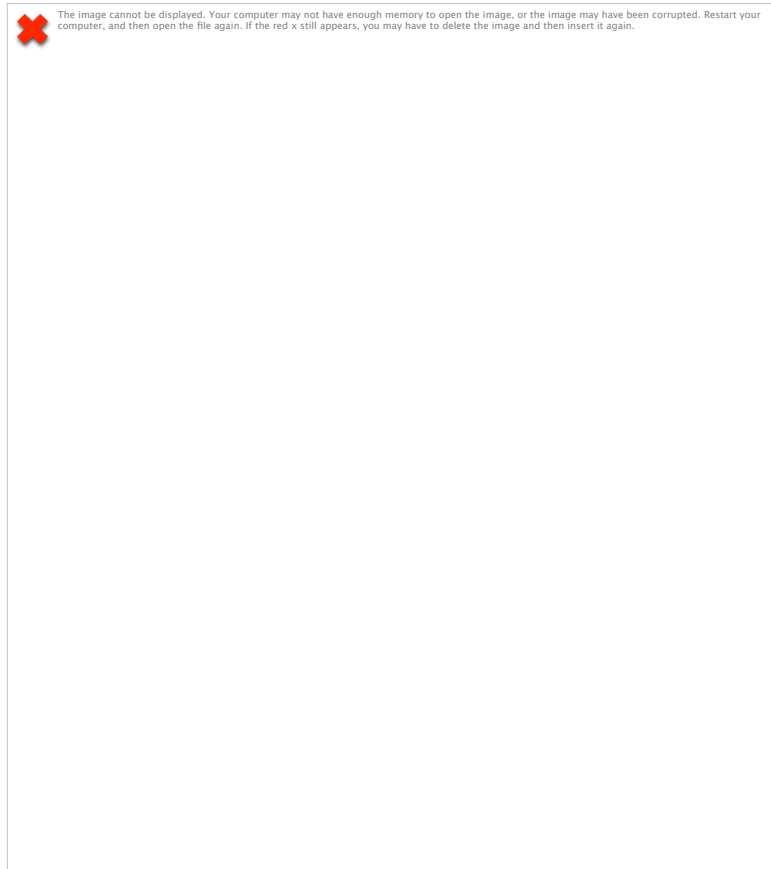


12:48 PM - 22 May 2014



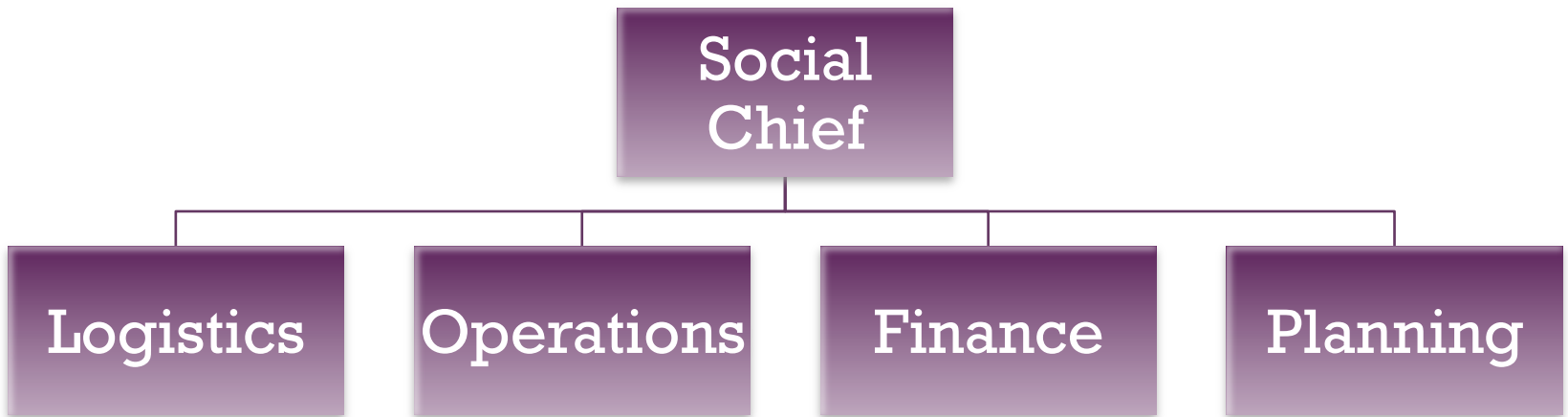
# + Numbers, more numbers

- Virginia Earthquake  
– 5,500 Tweets per second
- Sandy – 20 Million tweets before, during and after the storm
- Media/Consumers learn at the same time





# Tackle social media like a disaster





# Creating a team and a framework

- Talk or touch?
- Have a rapid response plan
- Incorporate volunteers
- Establish ahead of time who does each job
- Have back-ups



# + Be prepared

- You must have a social media plan
- Brainstorm for the worst
- Create mock scenarios
- Drill, drill, drill



# + Don't believe me?

DAILY NEWS NYDailyNews.com Tuesday, May 13, 2014 31

**NOW FOCUS**

# WE'D WIN

## Fire-breathing giant lizard? NYC has plan

BY ETHAN SACKS  
NEW YORK DAILY NEWS

**'G**odzilla" blitzes New York theaters Thursday night — and city officials say they are ready for the possibility of a real Godzilla attacks on New York.

"Looking at this, we'd be thinking, 'What would a Godzilla attack do?'" says Office of Emergency Management Commissioner Joseph Bruno. "Clearly it would cause fire, explosions, casualties, damage, debris, bridges and tunnels being out. Roads being out, power issues and some slime. Those are issues that we do deal with — except for the slime."

In the latest "Godzilla," the gargantuan, ill-tempered 350-foot lizard stomps his way through Honolulu and San Francisco, destroying most of those cities' downtowns.

Of course, on-screen New York survived Godzilla's last invasion — the 1998 big-budget remake — and has actually tightened the ring of steel that would help us survive an attack of a 100-ton monster that isn't just a figment of Hollywood's radioactive imagination.

Since 9/11 and Hurricanes Irene and Sandy, New York has developed protocols that will be followed during inevitable cataclysms, whether caused by a giant ape, alien invaders, a natural disaster or the current threat of a giant, mutated lizard.

The five-year-old Notify NYC system, which send text alerts hundreds of thousands of residents, would be crucial to evacuating such a densely populated city to safe areas ... like the Bronx.

"In the event of a Godzilla attack, we'd be looking at area evacuations," says Bruno.

*Continued on next page*

### THE GODZILLA EMERGENCY STEPS

HERE'S WHAT the city would do in the event of a hypothetical Godzilla attack:

- ▶ Alert New Yorkers via Notify NYC.
- ▶ Evacuate coastal neighborhoods.
- ▶ Open shelters in parts of the Bronx, upper Manhattan and Queens, away from the monster's expected path.
- ▶ Ask Gov. Cuomo to call up the National Guard.
- ▶ In the aftermath, the city's Office of Emergency Management would remove debris and search for survivors.

Ethan Sacks

**Notify NYC**

"Godzilla" is ready to give humans another licking, arriving in theaters Friday.

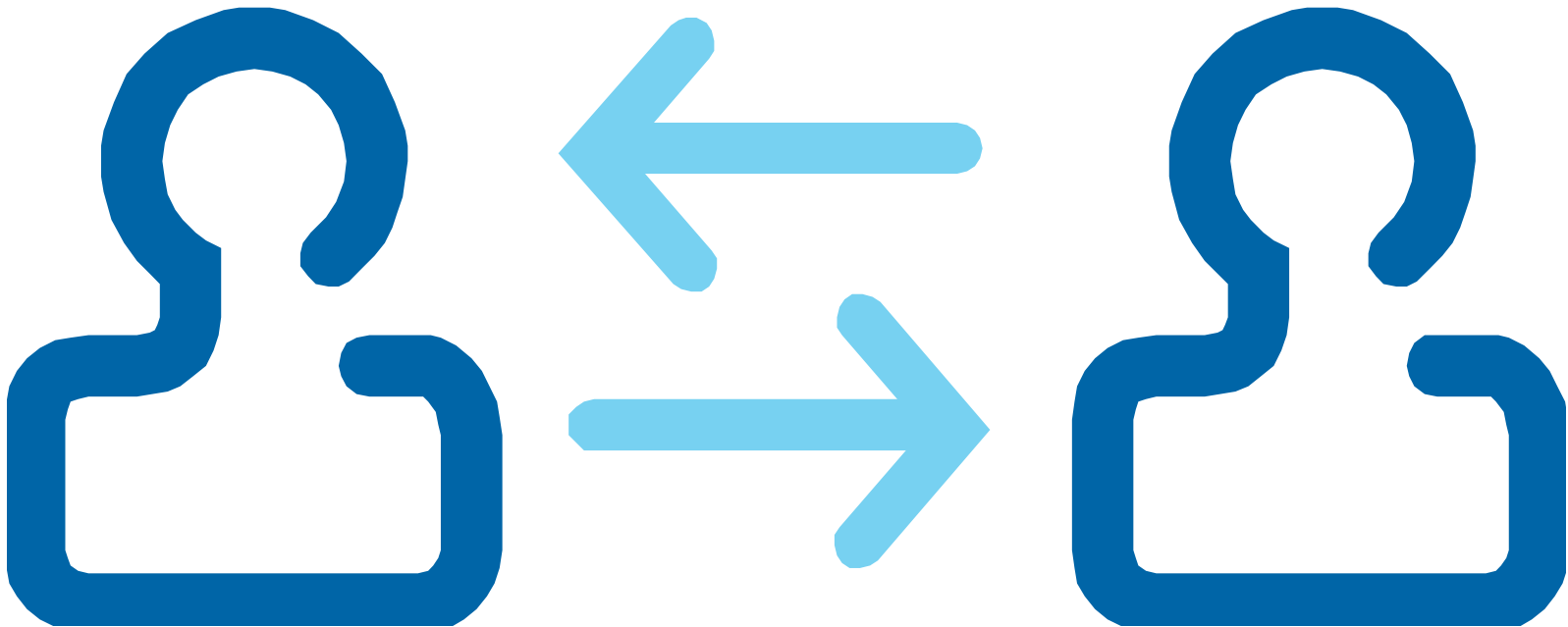
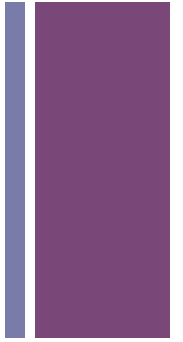
# + What is a crisis?



# + Or this?



# + Direct to consumers





# + Crisis triage

- Immediately size up the crisis.
- How big?
- How critical?
- How big can it get?



# + Develop a core message

- What do people need to know?
- What do they want them to know?
- What message do we need to send?
- How do we want them to behave?



# + @VolunteerIowa



**Volunteer Iowa** @VolunteerIowa · Apr 29

Individuals wanting to help can click on the “Find a Volunteer Opportunity Now” link @ [volunteerIowa.org](http://volunteerIowa.org). Please **do not self deploy**.

[Collapse](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

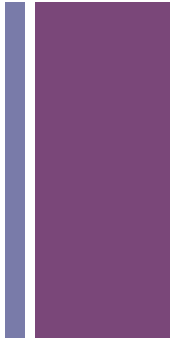
RETWEET

1



3:20 PM - 29 Apr 2014 · [Details](#)

# + Turn Around, Don't Drown



Retweeted 15 times

**Austin Texas** @austintexasgov · 1h

Remember floods break droughts. If water covers the road, **don't** take a chance - **turn around, don't drown!** [atxfloods.com](http://atxfloods.com)

Collapse

Reply Retweet Favorite More

RETWEETS

15

FAVORITES

6



11:41 AM - 26 May 2014 · Details

# + Create event specific #s

- Hashtags help Twitter users follow topics.
- Create one ahead of time and let followers know that's what they should follow. See if the state has created a universal #.
- #Sandy, #BostonMarathon, #CTEMSEXPO

# + Take control of the hashtag



**Snohomish County** @snocounty · Mar 22

We're sharing info about the slide on SR 530 with the hash tag #530slide. We'd love to track your info so please use the tag.

[Collapse](#)

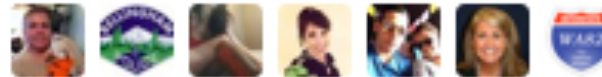
[Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS

12

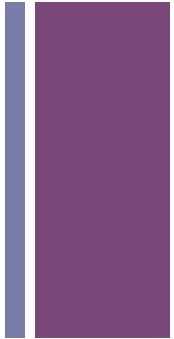
FAVORITES

2





# Getting key information out



**Boston Police Dept.**

@Boston\_Police

**#MediaAlert:** WARNING: Do Not Compromise Officer Safety by Broadcasting Tactical Positions of Homes Being Searched.

4/19/13, 8:52 AM

7,137 RETWEETS 330 FAVORITES



**Meredith Frost** @MeredithFrost

7m

RT "@Boston\_Police: #MediaAlert: WARNING: Do Not Compromise Officer Safety by Broadcasting Tactical Positions of Homes Being Searched."



**Jules Mattsson** @julesmattsson

7m

Aimed at media RT @Boston\_Police WARNING: Do Not Compromise Officer Safety by Broadcasting Tactical Positions of Homes Being Searched

# + Boston EMS



**Boston EMS**  
@BOSTON\_EMS

We urge everyone to comply with authorities, to shelter in place and not go near active scenes until further notice.

4/19/13, 8:08 AM

34 RETWEETS 4 FAVORITES



**Lego Paramedic** @murphquake

43m

@BOSTON\_EMS is the entire city an "active scene" as some are reporting?



**Alison** @Musicalcatlover

39m

@BOSTON\_EMS be careful & stay safe. Prayers from UK for you guys & all those affected.





# Boston Marathon Bombings



**Boston Police Dept.** 

@Boston\_Police

**CAPTURED!!!** The hunt is over. The search is done. The terror is over. And justice has won. Suspect in custody.

4/19/13, 8:58 PM

---

# + @CFDMedia



**Chicago Fire Media**  
@CFDMedia



 Follow

REPORT OF PERSON IN WATER AT 2700 S  
ASHLAND. CFD RESPONDING WILL  
UPDATE AS NECESSARY.

 Reply  Retweet  Favorite  More

RETWEET

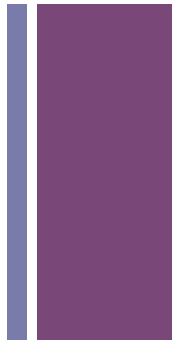
1



8:27 AM - 16 May 2014



# A Force multiplier @FEMA 320,000+



Following

Learn how to protect the outside of your property from disasters caused by natural hazards today, visit [goo.gl/zZYdK6](http://goo.gl/zZYdK6) #BSM!

Reply Retweet Favorite More

RETWEETS  
79

FAVORITES  
21



12:12 PM - 21 May 2014

# + Force Multiplier – 79 RTs



The image shows a screenshot of a tweet and its replies. The tweet is from FEMA (@fema) dated May 21, with the text: "Learn how to protect the outside of your property from disasters caused by natural hazards today, visit [goo.gl/zZYdK6](http://goo.gl/zZYdK6) #BSM!". Below the tweet are five replies, each from a different user with a "Follow" button and a settings gear icon.

User	Followers	Action
femaregion8 @femaregion8	10,113 followers	Follow
SaludHEALTHinfo @SaludHEALTHinfo	20,911 followers	Follow
Public Safety USA @PublicSafetyUSA	1,726 followers	Follow
GoAudax @goaudax	348 followers	Follow
Just An Operator @TerrorismProf	17,228 followers	Follow

# + Media outreach



**PGPDNEWS** ✓  
@PGPDNews



Following

Media Advisory: PGPD and @FBI to announce Increase in reward for information leading to arrest of Davon Wallace  
[tinyurl.com/mn96tsl](http://tinyurl.com/mn96tsl)

↩ Reply ↻ Retweet ★ Favorite ⋮ More

RETWEETS

4

FAVORITES

6



# + Update residents on real info



**ahfirstaid** @ahfirstaid

11/2/12

Power crews from Ohio are working their way through @atlhlds #sandy  
[pic.twitter.com/F9DsQPyr](http://pic.twitter.com/F9DsQPyr)



ahfirstaid retweeted



**NJ OEM** @NJOEM2010

11/2/12

FEMA Comm. Rel. teams in NJ. Wearing blue shirts, FEMA logos, and FEMA Credentials. They don't need to enter your home, giving asst. info.



ahfirstaid retweeted



**NYC Mayor's Office** @NYCMayorsOffice

11/2/12

Sign up here to volunteer for #Sandy relief efforts: [nycservice.org](http://nycservice.org)

# + Before the disaster hits

- Engage
- Entertain
- Inform
- Build a community
- Build a brand



# + Not just disasters



- Information on classes
- When Santa will visit
- Parade times
- Health tips
- Safety tips



# + Getting started



- Team members
- Voice
- Getting the word out
- Set simple goals
- Support the programs

# + Create accounts



- Call them “official” accounts
- Include disclaimers in terms of times checked or not
- Include to call 911 for true emergencies
- Include links to other social media

+  
@CFDMedia



## Chicago Fire Media @CFDMedia

Office of News Affairs, Chicago Fire Department. Tweets on this site are usable by media. Pictures may be used with attribution . FOR EMERGENCIES CALL 911

Chicago Illinois · [cityofchicago.org](http://cityofchicago.org)

# + Montclair EMS



The image shows a screenshot of the Montclair EMS Twitter profile. At the top is a large photo of an ambulance with "MONTCLAIR AMBULANCE UNIT" and "EMERGENCY MEDICAL SERVICE" written on its side. Below the photo is the profile header with statistics: 1,933 tweets, 152 photos/videos, 172 following, 254 followers, and 1 favorite. The bio states: "Serving Montclair Township and the surrounding area with pride, compassion and professionalism since 1953." A recent tweet from May 3 says: "The Walnut Street Sidewalk Fair is under way! Stop by and visit @MontclairEMS!". The "Who to follow" section lists Terrell Brown and Adam Gaffin.

**MONTCLAIR AMBULANCE**

**MONTCLAIR AMBULANCE UNIT**

**EMERGENCY MEDICAL SERVICE**

TWEETS **1,933** PHOTOS/VIDEOS **152** FOLLOWING **172** FOLLOWERS **254** FAVORITES **1** [More](#)

**MontclairEMS**  
@MontclairEMS FOLLOWS YOU

Serving Montclair Township and the surrounding area with pride, compassion and professionalism since 1953.

Montclair, NJ, USA

**Tweets** [Tweets and replies](#)


**MontclairEMS** @MontclairEMS · May 3

The Walnut Street Sidewalk Fair is under way!  
Stop by and visit [@MontclairEMS](#)!

Who to follow · [Refresh](#) · [View all](#)

- Terrell Brown** @TBrownA... [Follow](#)
- Adam Gaffin** @universahub [Follow](#)

# + Houston OEMS

 **Houston OEM** @HoustonOEM · May 2





Do you know what your risk is during a hurricane? Check out [houstonstormrisk.org](http://houstonstormrisk.org) and map your risk. #prepare #txwx

  1  

 RETWEETED BY HOUSTON OEM

 **DowntownHTXEmergency** @dtemergency · Apr 1

Have you built your Emergency Preparedness Kit? Snap a Picture and join #MayDayHouston in sharing! [pier.me/3J9](http://pier.me/3J9)

  3  

 RETWEETED BY HOUSTON OEM

 **Citizen Corps** @Citizen\_Corps · May 1

With over 4 million participants, #MayDayHouston is American's #PrepareAthon! largest event! [1.usa.gov/1tygnCH](http://1.usa.gov/1tygnCH). [bit.ly/1tyjnyQ](http://bit.ly/1tyjnyQ).

  5  3 

# + Houston OEMS


**Houston OEM** 

@HoustonOEM

Official information from the City of  
Houston Office of Emergency  
Management. Social media policies: [j.mp  
/OEMSocialMedia](http://j.mp/OEMSocialMedia)

 Houston, TX

 [houstonoem.org](http://houstonoem.org)

 Joined April 2010

# + @BostonFire

**Tweets** >  
Following >  
Followers >  
Favorites >  
Lists >

**Tweet to Boston Fire Dept.**

**Photos and videos** >

**Tweets** All / No replies

Retweeted by Boston Fire Dept.

**Duxbury Fire PIO** @DXFD\_PIO · 5h  
Thank you to our brothers and sisters from @BostonFire @LOCAL\_718 who sent their honor guard to honor FF Jack Thomas pic.twitter.com/tW7oHA2u7R

# + Updates on routine information



**Boston Fire Dept.** @BostonFire

Feb 12

While shoveling hydrants in South Boston, recruits became aware of an elderly woman needing her car shoveled out. Glad to help

Expand



# + Tinton Falls OEMS

## Tweets



**Tinton Falls OEM** @TintonFallsOEM · Apr 23

Drop off unused, unwanted, expired medications this Sat April 26 10a-2p @ TFPD 556 Tinton Ave. So these drugs are disposed of properly

Expand

↩ Reply ↻ Retweet ★ Favorite ⋮ More



**Tinton Falls OEM** @TintonFallsOEM · Mar 10

Monmouth County Prosecutor-Heroin Awareness presentation on Wed. March 12th 7pm @ Monmouth Regional High School. All are invited to attend.

Expand

↩ Reply ↻ Retweet ★ Favorite ⋮ More



**Tinton Falls OEM** @TintonFallsOEM · Mar 3

Due to the winter weather event, the Tinton Falls Municipal Center offices will have a 2-hour delayed opening today. Offices open at 10:30am

Expand

↩ Reply ↻ Retweet ★ Favorite ⋮ More

# + Become a source of info



- Stream of information
- FEMA, DHS, CDC
- Key Dates, October, Christmas, Holidays

# + Pass along relevant stories



**Richard Huff**  
@richmhuff

Is this the house call of the future? Mass. Paramedics branch into home care [bit.ly/1pFt8lh](https://bit.ly/1pFt8lh) via [@BostonGlobe](#)

↩ Reply 🗑 Delete ★ Favorite ⋮ More

 **The Boston Globe**

### **Paramedics branch into home care - The Boston Globe**

Several Massachusetts ambulance companies plan to branch into home health care by dispatching paramedics to treat patients where they live instead of taking them to hospitals.

[View on web](#)

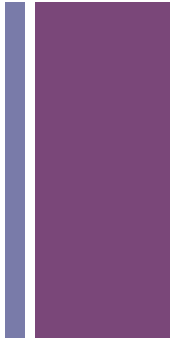
# + @BostonPolice

 **Boston Police Dept.** @bostonpolice · Apr 28

[http://One Less Gun: Officers Arrest One and Recover One Illegal Firearm in Roxburybpdnews.com/news/2014/4/28...](http://OneLessGun:OfficersArrestOneandRecoverOneIllegalFirearminRoxburybpdnews.com/news/2014/4/28...)



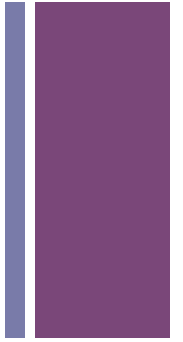
# + Prepare for storms, events



- Create pre-planned messages for before and after the event

- While it's too early to know the full impact of the storm, it's never a bad time to make sure you are prepared.

# + Set up templates



- Before the storm hits, take a moment to secure any items around your home that could be damaged by wind.

- Please stay tuned to local radio, TV and trusted social media sources for more information.

# + Twitter Alerts



How it works

Participating organizations

Guidelines & FAQs

Helpful assets

Enroll



Anywhere, anytime.



Make your Tweets stand out.

# + During disaster

- Stay in contact with OEM/IC
- Speak with consistent messages
- Retweet trusted information
- Monitor, monitor, monitor
- Be prepared for Tweets to be used by media
- Correct bad info





# + Seek Situational Information

- Please tell us what's happening in your neighborhood



# + Reaching out



**Volunteer Iowa** @VolunteerIowa · Apr 29

Individuals wanting to help can click on the “Find a Volunteer Opportunity Now” link @ [volunteerIowa.org](http://volunteerIowa.org). Please **do not self deploy**.

Collapse

Reply Retweet Favorite More

RETWEET

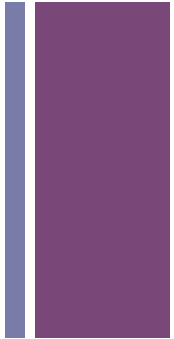
1



3:20 PM - 29 Apr 2014 · Details



# @AHFIRSTAID



**ahfirstaid** @ahfirstaid

3 May

Only one in five adults are meeting @CDCGov guidelines for physical activity. Are you one of them? [bit.ly/123Crpz](http://bit.ly/123Crpz)

[Collapse](#) [Reply](#) [Retweet](#) [Favorite](#) [More](#)

11:02 AM - 3 May 13 · [Details](#)

---



# @AHFIRSTAID



**ahfirstaid** @ahfirstaid · Dec 11

#Santa's pals at the AHFAS are gearing up for tonight's visit in Zone 3 starting at 6p. #Christmas [pic.twitter.com/h4glPJKpp2](http://pic.twitter.com/h4glPJKpp2)



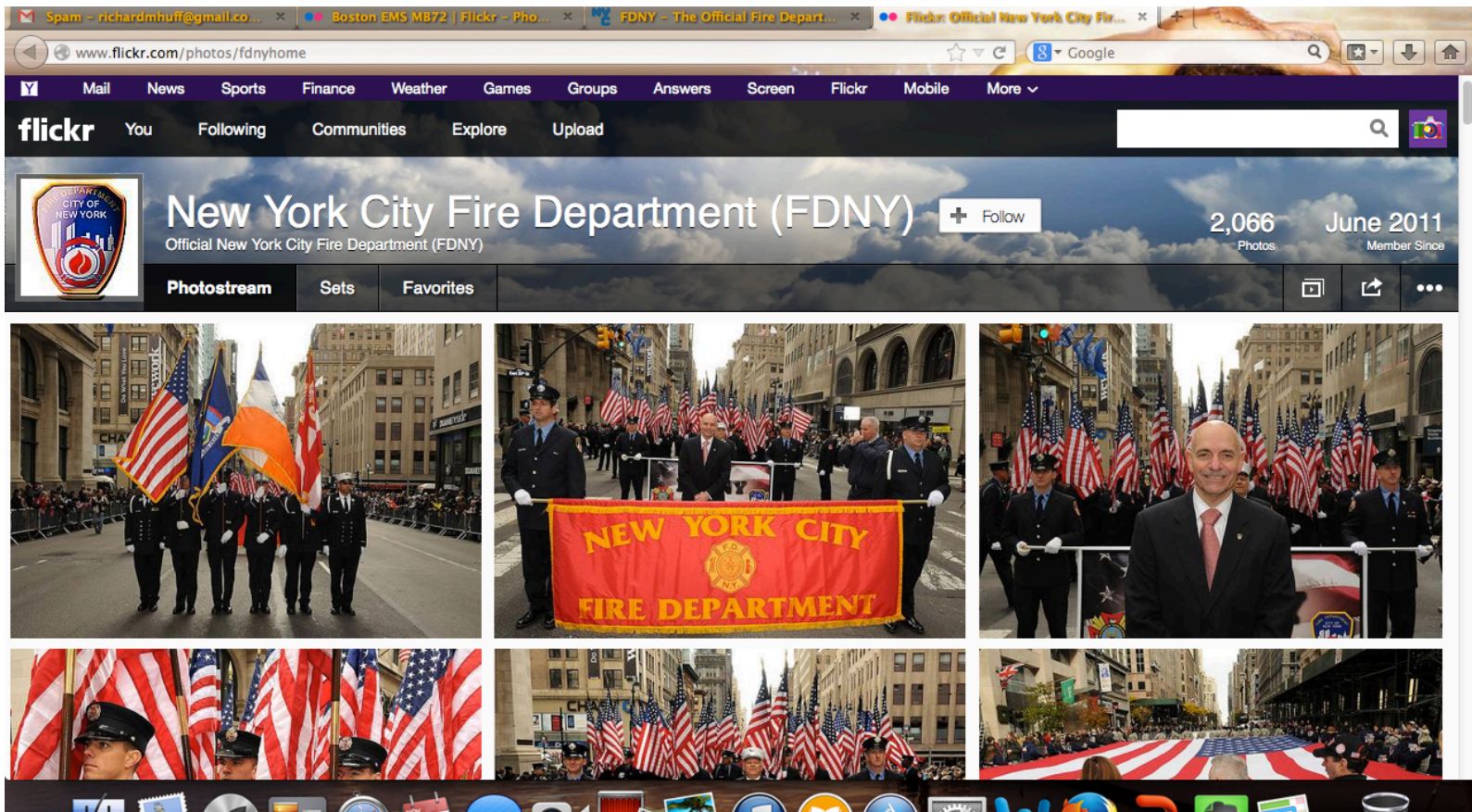
Expand

Reply Retweet Favorite See More

# + Benefits of social media



- Real-time situational reports from the field
- Good for business – outreach
- Builds trust in the organization
- May save a life
- Can help stop rumors
- Direct connection to media



# + YouTube

FDNY - The Official Fire Depart... x Medical Ambulance Bus Depart... x +

www.youtube.com/watch?v=yt8V2Ct-tIU&feature=c4-overview&list=UUIDyu3\_zVxcSIMEF66FvLA

Google

YouTube Sign In

Guide Upload

Medical Ambulance Bus Departing

ahfirstaid · 16 videos

Subscribe 4

597 views

1 0

Uploads from ahfirstaid's channel  
by ahfirstaid

- 1 Medical Ambulance Bus Departing by ahfirstaid
- 2 Medevac Landing by ahfirstaid
- 3 Atlantic Highlands Medevac Takeoff by ahfirstaid
- 4 Polaris on the Hudson Trail by ahfirstaid
- 5 Danskin Triathlon Sandy Hook by ahfirstaid

Baywatch.S05E03.Aftershock by MegaLyrics2012 72,516 FEATURED 42:29

Danskin Triathlon Sandy Hook by ahfirstaid

# + Facebook

**Boston EMS (Emergency Medical Services)**  
 2,666 likes · 175 talking about this · 336 were here

Medical & Health · Add A Category  
 Saving lives since 1877. Our EMTs and Paramedics are trained to deliver complex medical interventions in the field and respond to over 100,000 calls for help every year.

About Photos Likes Map Events

**Highlights**

**Boston EMS (Emergency Medical Services)**  
 Friday

Recent patient quote: "The EMS personnel were so pleasant and competent every minute of the time I was with them. They were very caring. Many thanks." Great work EMTs S. Alexander and Stratton.

Like · Comment · Share  
 16 people like this.

**3 Friends**  
 Like Boston EMS (Emergency Medical Services)

Recommendations See All

**Create Page**

Now  
 December  
 2012  
 2011  
 Founded

**Sponsored** Create an Ad

**Deborah Kenny**  
 Like if you think teachers deserve more trust and respect.

Like · Kristin O'Connor Saslovsky likes Deborah Kenny.

**Create your travel map**  
 The average person has only been to 17 cities. Can you beat that? Create your map.

Use Now · Marci Lane used TripAdvisor.

**Android Tablet ONLY \$69**  
 LIMITED TIME OFFER: Google Android Tablets ONLY \$69! FREE SHIPPING! Limit one per person

**Can You Handle The SUPER?**  
 spartanrace.com  
 8+ Miles & 20+ Obstacles. "Best Obstacle Race" - Outside Magazine.

**VOTE FOR A SUPER BOWL AD**  
 Vote once a day in Doritos Crash the Super Bowl. Make someone's dream come true.

Use Now · 30,000 people used Doritos Crash the Super Bowl.



# + Instagram

- 1 billion photos already uploaded
- 5 million daily uploads
- Short videos



# + Remain Active



- Before
- During
- After

# + Monitor, monitor, monitor - react

- Red Cross monitoring center
- NASCAR
- Every OEM
- Every Organization should have one
- Volunteers



# + Hootsuite

The screenshot displays the Hootsuite dashboard in a web browser. The address bar shows <https://hootsuite.com/dashboard>. The interface includes a top navigation bar with a profile picture and a search icon. Below this, there are several panels:

- Compose Panel:** A text area with the placeholder "This is a sample tweet to prepare ahead of a storm". It includes an "Add a link..." field, an "AutoSchedule" toggle (set to "Off"), and a calendar for "May 2013". The calendar shows the date "2013-05-09" selected, with a time set to "9:00 AM". There is a checkbox for "Email me when message is sent" and a "Schedule" button.
- Twitter Feed:** A central column showing a list of tweets. Visible tweets include:
  - TNTNames:** "Syria Has Disappeared from the Internet! #ap #cbsnews #foxnews #breakingnews tntnames.com/blog/syria-has... via @TNTNames"
  - JennyNY25:** "End to gray hair!?! #saywhat #cbsnewsatFive #cbsnews"
  - BobbyFreedom1:** "@johnboehner Just say no to the Internet Tax bill! #foxnews #cnn #abcnews #cbsnews #nbcnews #badideas"
  - TailGunnrJoeMac:** "#BENGHAZI #MSM #ABCNews #CBSNews #NBCNews #CNN Time to bring this one out again...The Watchdog that didn't bark.. pic.twitter.com/AGiddulk1O"
  - BobbyFreedom1:** "@SenatorReid Sen Cruz maybe the junior sen from Tx but u r the senile crazy old sen. from NV. #cnn #abcnews #cbsnews #nbcnews #stupidpeople"
  - welshman007:** "3:38pm via Tweet Button"
- Right Sidebar:** A list of tweets from various sources, including "XxLeahNicole1xX", "Live5Insider", "Alert\_from\_Asia", "wengradio", "krmsradio", and "ZackySedan".
- Bottom Left:** A "Show Conversation" panel for a tweet from "THR" (8:46pm via dlvr.it) with the text "Hidden Beauties: COLCOA Review j.mp/YE0Uoc".

# + What not to be



# + Pitfalls



- How many have social media policies?
- <http://socialmediago.vernance.com/policies.php>

# + Create a policy

- Be transparent
- Think twice before posting
- No inappropriate pictures
- No organization details
- Create something of value
- Not while in rig

+ It's all fun and games until someone gets hurt





# + Correcting media info



**Snohomish County** @snocounty · Mar 25

To correct @KING5Seattle story: We ARE NOT asking volunteers to come to Darrington to help with #530slide search. Do not continue to share

[Collapse](#)

[Reply](#) [Retweet](#) [Favorite](#) [More](#)

RETWEETS

34

FAVORITES

10



12:04 AM - 25 Mar 2014 · [Details](#)

# + Fluid and dynamic

This



...becomes this



# + NYPD



**NYPD NEWS** @NYPDnews · 2h

Do you have a photo w/ a member of the NYPD? Tweet us & tag it #myNYPD. It may be featured on our Facebook. [pic.twitter.com/mE2c3oSmm6](http://pic.twitter.com/mE2c3oSmm6)



# + Oh no



**Boz** @purrenergy · Apr 24

**#myNYPD** providing free chiropractic services for homeless  
[pic.twitter.com/9lki2XakMX](https://pic.twitter.com/9lki2XakMX)"

What's wrong w this pic?  
All the people standing still.

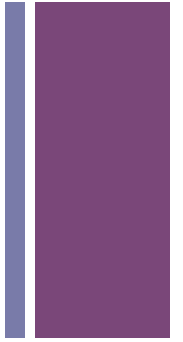


# + Plan of attack



- Create a team
- Create the messages
- Test the system
- Get inspired by what others do
- Learn from other's mistakes
- Experiment

# + Questions?



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