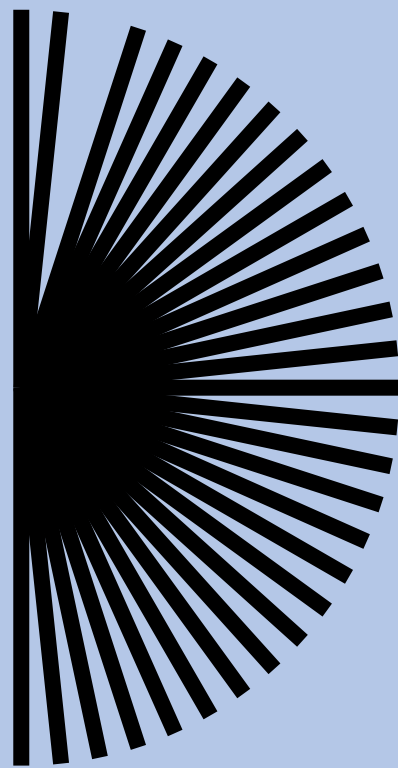


How **Not** To Become A Social Media Statistic

Richard Huff
@richmhuff



30 Seconds

@richmhuff

#PulseCheck2018



Matawan Police Department

Like This Page · 1 hr · 🌟

Our men and women keeping our town safe during what we hope to be the first and only blizzard of 2018.

Some of our officers are specially trained "cuddlers", who can stop by if your heat happens to go out.

👍 Like 💬 Comment ➦ Share

👍 🤔 ❤️ 163

Chronological ▾

14 Shares


30 Comments

View 24 more comments

 **Matthew Mc Marc Vicidomini**
Like · Reply · 8 mins

 **Gregory W. Irish** Matawan's Finest... And Finest they are! Thanks for keeping this town safe even during a heavy snow storm. ❤️
Like · Reply · 8 mins

 **John Mancino** Best PD ever
Like · Reply · 6 mins

 **Andrey Taylor** You guys are awesome. Stay

Write a comment...



@richmhuff

#PulseCheck2018

Police department removes Facebook post seen as racially offensive

Updated Jan 5, 2018; Posted Jan 4, 2018

METRO

NJ police department offered blizzard 'cuddles'

By [Joe Tacopino](#)

January 4, 2018 | 6:58pm | Updated

@richmhuff

#PulseCheck2018



Matawan Police Department

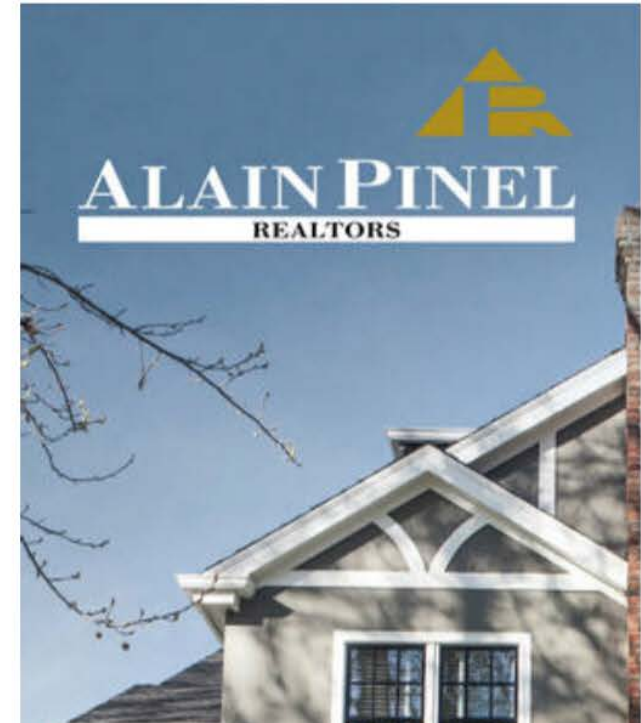
3 hours ago



We tried to have some fun.
Some folks don't like that.
Sorry to all the rest.

Paramedic Sued For Posting Graphic Patient Injury Photos On Instagram

By [Juliette Goodrich](#) October 25, 2016 at 6:03 pm Filed Under: [Civil Suit](#), [Instagram](#), [Lawsuit](#), [Motorcycle Accident](#)



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Anything you post on social
media can be picked up by the
media

East Syracuse fire chief removed for using N-word on Facebook, will keep paid position, mayor says

Updated Aug 16; Posted Aug 15



@richmhuff

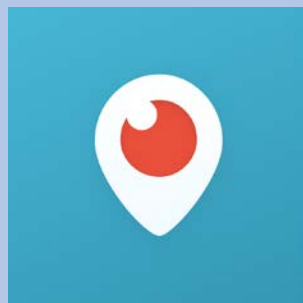
#PulseCheck2018

Why?



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#PulseCheck2018



@richmhuff

#PulseCheck2018





METRO

EMT records reckless behavior behind the wheel of ambulance

By [Dean Balsamini](#) and [Susan Edelman](#)

January 29, 2017 | 5:52pm | Updated



A lame-brained FDNY emergency medical technician drove without his hands as he goofed around inside a city ambulance — and his partner was dumb enough to record the dangerous behavior.

Questions

- Incidents?
- Policy?
- Monitoring?





Being on Social Media for an
EMS organization is as
important as stocking
bandages

When 911 Was Overloaded, Desperate Harvey Victims Turned to Social Media for Help

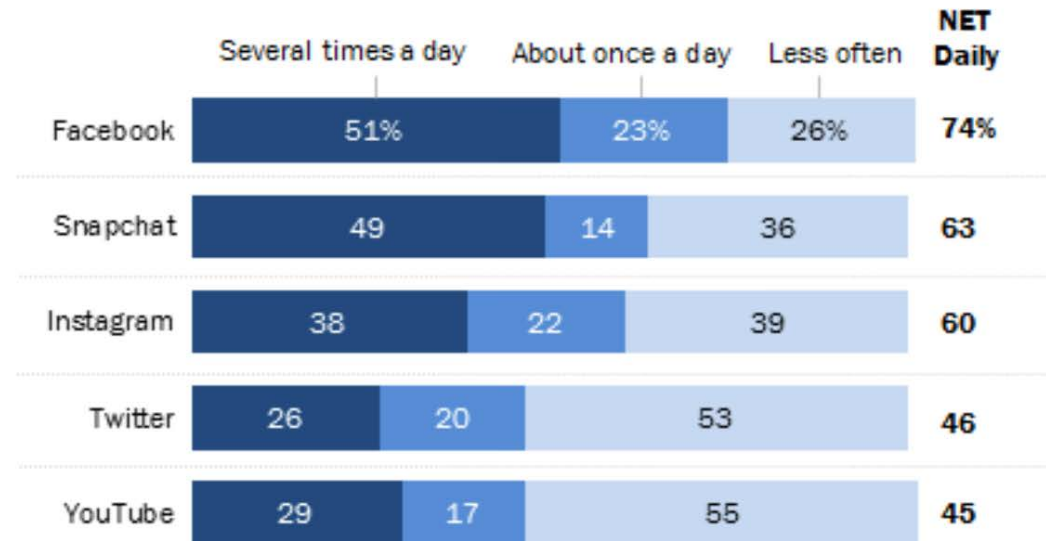
As Harvey ripped through the Houston area Saturday night into Sunday, leaving much of the nation's fourth-most populous city under feet of water, scores of residents who had been told to shelter in place were left stranded.

BY JILL COWAN, THE DALLAS MORNING NEWS / AUGUST 28, 2017

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

A majority of Facebook, Snapchat and Instagram users visit these platforms on a daily basis

Among U.S. adults who say they use ____, the % who use each site ...



Note: Respondents who did not give answer are not shown. "Less often" category includes users who visit these sites a few times a week, every few weeks or less often.

Source: Survey conducted Jan. 3-10, 2018.

"Social Media Use in 2018"

PEW RESEARCH CENTER

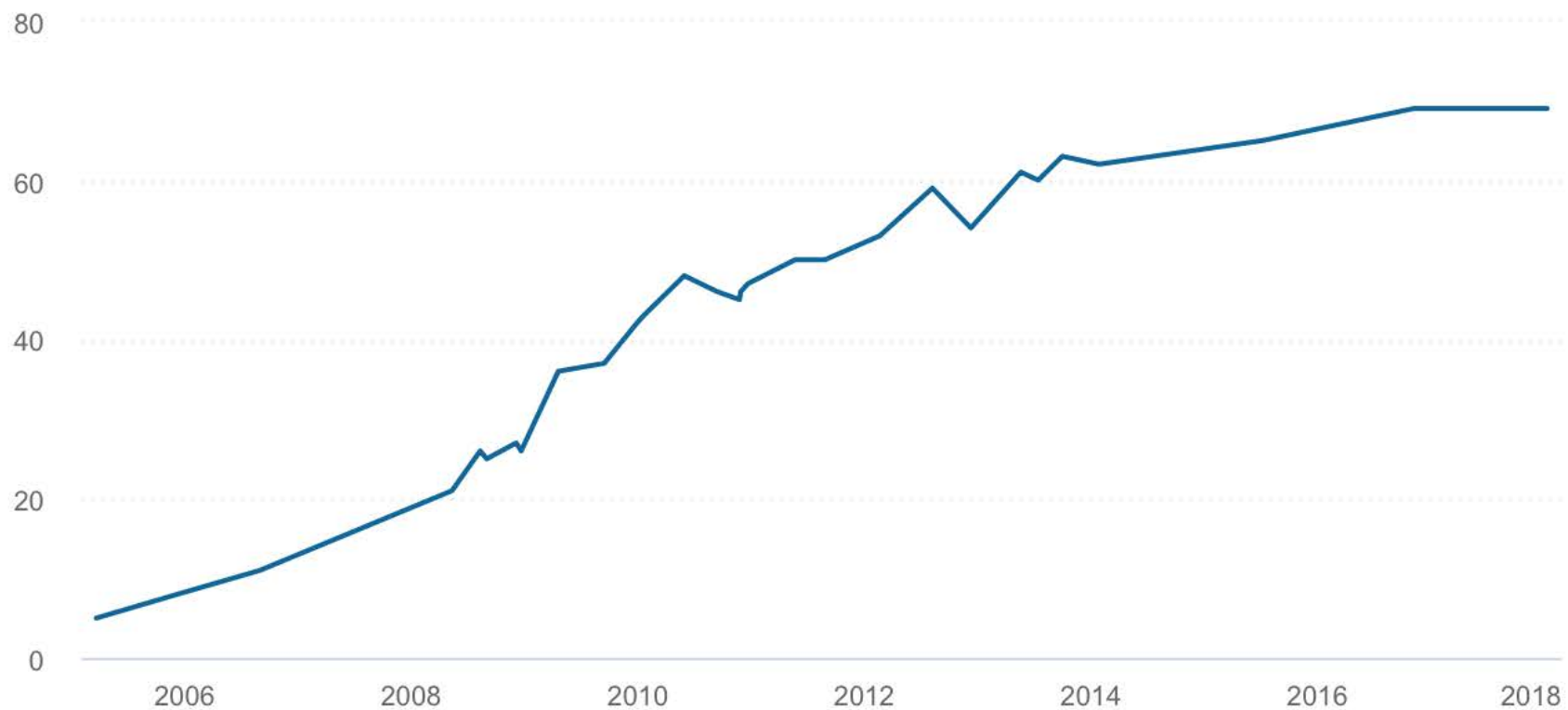
Chart

Data

Share

Embed

% of U.S. adults who use at least one social media site



Source: Surveys conducted 2005-2018.

PEW RESEARCH CENTER

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#PulseCheck2018



Harford Sheriff

@Harford_Sheriff

Follow



At this time the Harford County Sheriffs Office would anyone that may still be in the building to dial 911 so deputies can locate you

12:43 PM - 20 Sep 2018

102 Retweets 58 Likes



2



102



58





Boston EMS ✓

@BOSTON_EMS

Following

Back To School

Chief Hooley is out at the Chittick School in Hyde Park welcoming students back to school this morning. **#WelcomeBackBPS**



8:56 AM - 6 Sep 2018 @richmhuff

#PulseCheck2018



Surf City Fire Co. @surfcityfire · Jul 16

Farmer's Market TODAY at our Firehouse from 4:00pm till 7:00pm! Come get fresh produce, a variety of snacks, and great crafts from our vendors! #ibi #longbeachisland #surfcity



@richmhuff

#PulseCheck2018

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. Please **do not self deploy**.

[Collapse](#)

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

RETWEET

1



3:20 PM - 29 Apr 2014 · [Details](#)

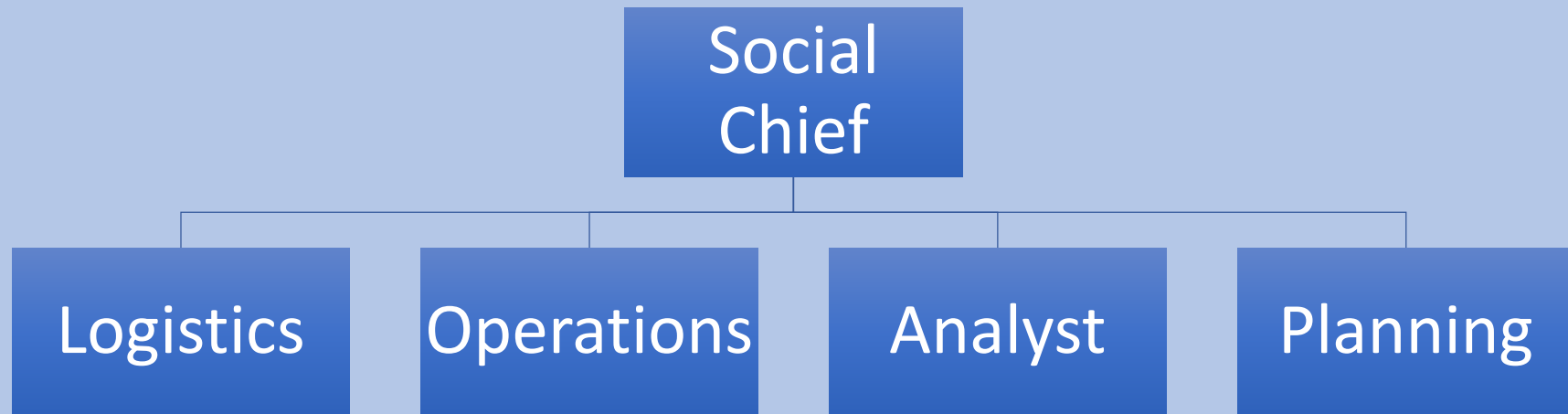
It's all fun and games until someone gets hurt



@richmhuff

#PulseCheck2018

Tackle social media like a disaster





@richmhuff

#PulseCheck20

US

WE

THEM



@richmhuff

#PulseCheck2018

Preplan

- Mission statement
- Goals and objectives
- Buy-in, confidence
- Planning, training and readiness
- Execution
- Recovery - mitigation



@richmhuff

#PulseCheck2018



@richmhuff

#PulseCheck2018

Rethink the messaging

Discourage

- No operational information
- No real-time call info unless authorized
- No patient info
- No friending cadets
- No mission details

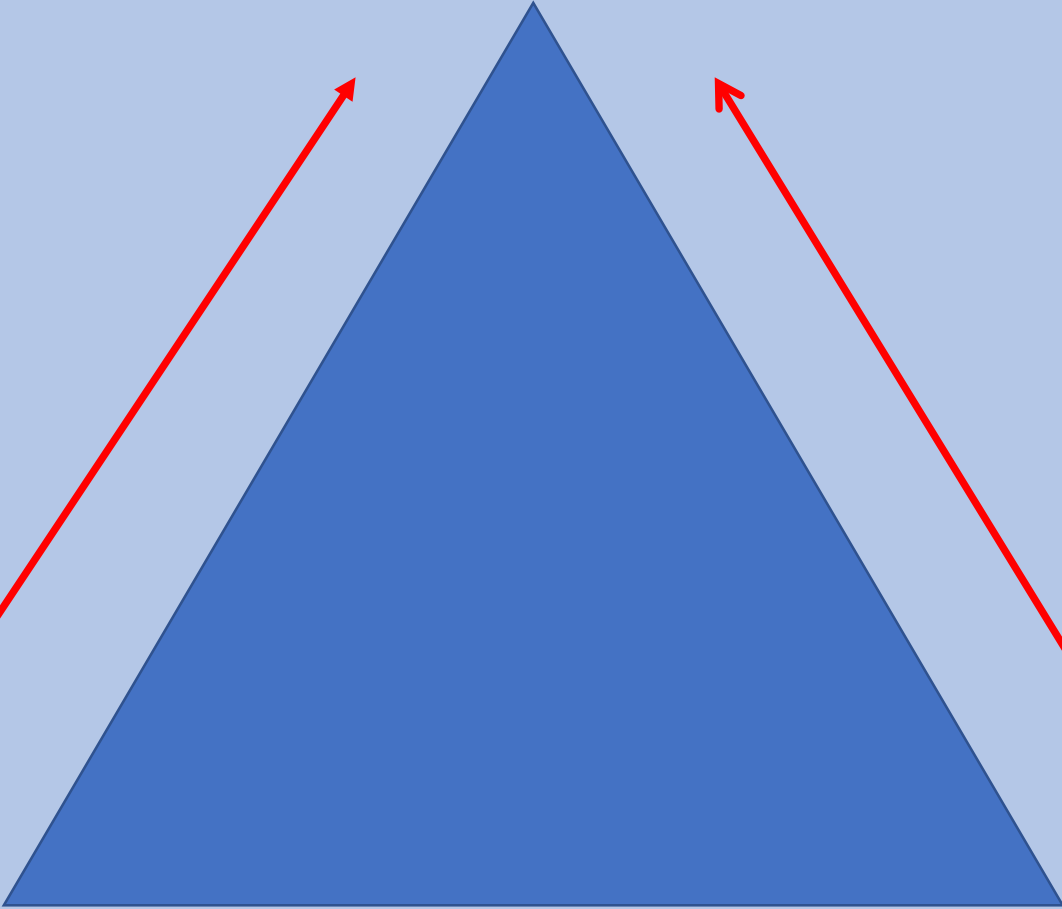
Encourage

- Do offer useful info
- Do share good images
- Do share training pics
- Do share emergency info
- Do retweet gov. info
- Do remember to protect mission details

Social media planning

- Message preparation
- What would we say?
- How should we say it?
- How should we distribute it?
- Who should say it?
- Simple goals

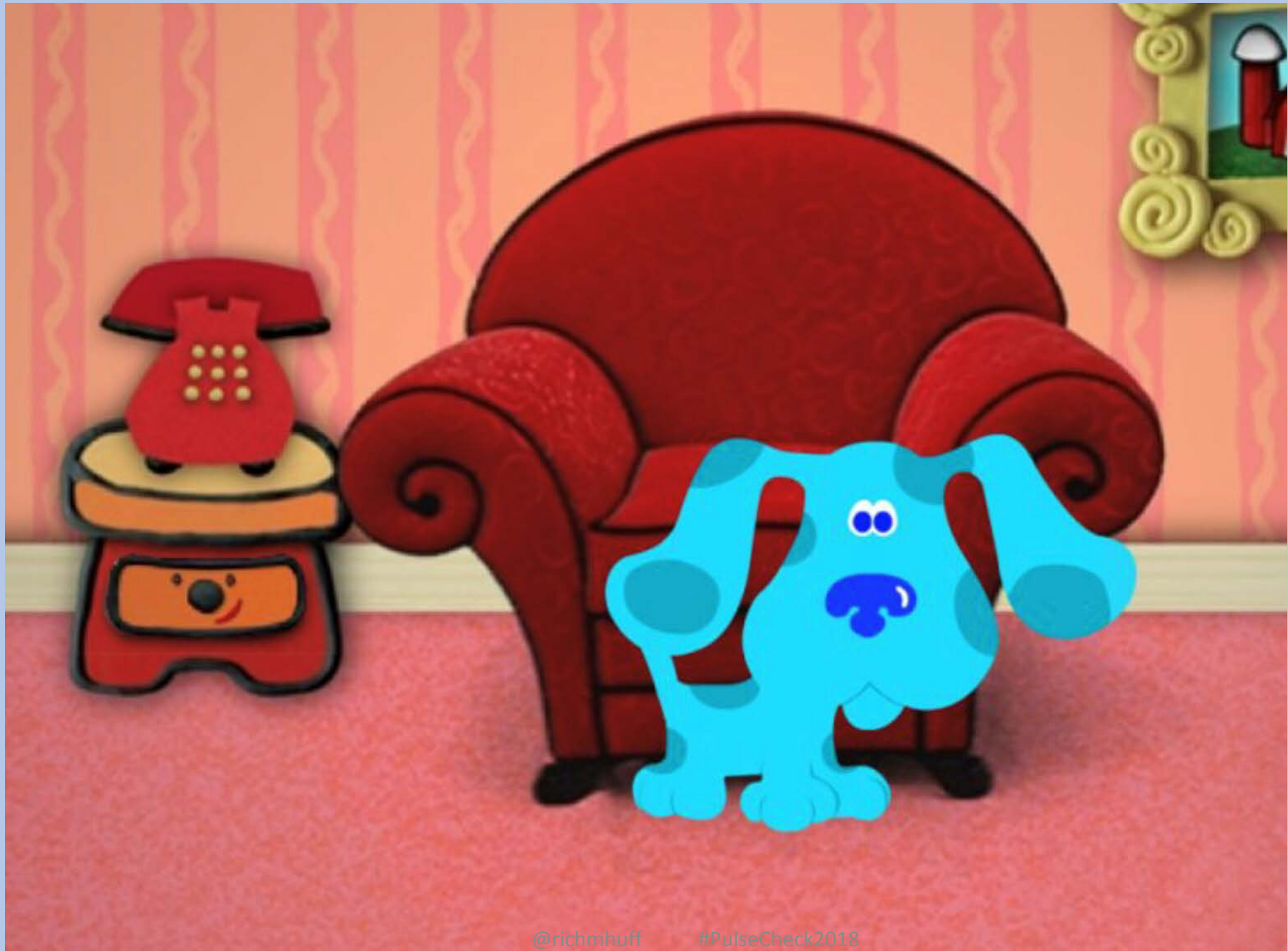
Agency



EMT

Behavior





@richmhuff

#PulseCheck2018



@richmhuff

#PulseCheck2018



LAX Airport ✓

@LAX_Official

 Folgen 

There is an incident underway at LAX. Law enforcement is on scene. More information to follow.



@richmhuff

#PulseCheck2018

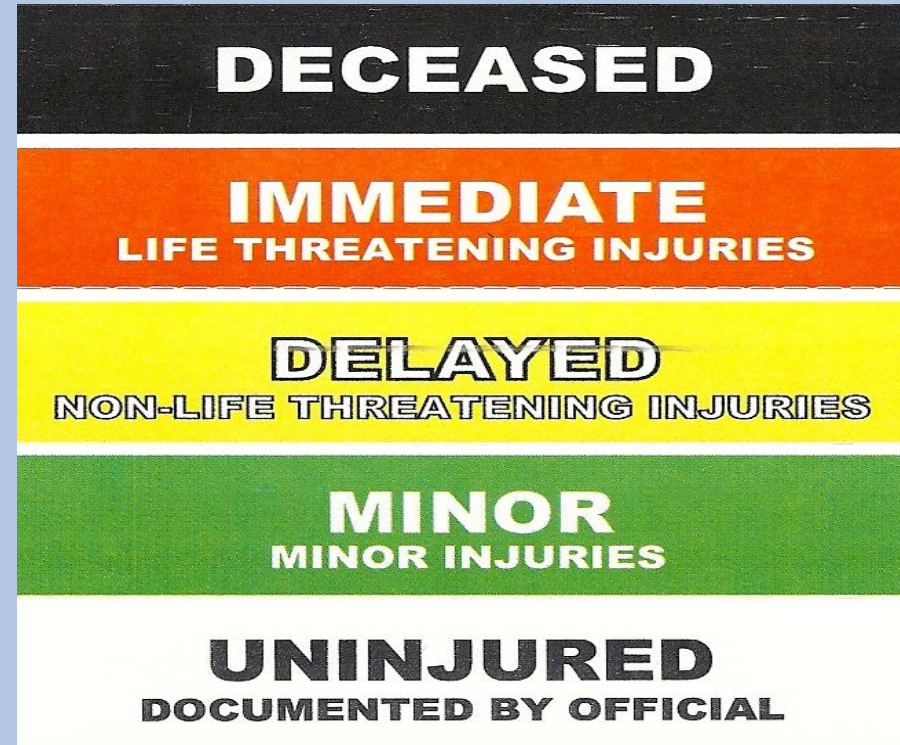
Oh crap!

- Have a rapid response plan
- Establish who does what
- Have back-ups
- Respond



Crisis triage

- Size up
- How big?
- How big can it get?
- Critical?
- Important?
- Routine



1 Home @ahfirstaid


Serena DiMaso Retweeted

Julie Emerson @JulieEmerson 1h
Wash your fruits and veggies...even if they're "pre-washed" 🙄🙄

KATC TV3 @KATCTV3
Police in Manassas, Virginia say a grocery store employee noticed a man grabbing produce, pulling down his pants and rubbing the produce on his behind before putting it back. katc.com/ap-national-ne...

3 1 1

News12NJ @News12NJ 2m
LIVE RADAR: Track the severe weather moving across #NewJersey with News 12 Radar
newjersey.news12.com/story/35696847...



12:45 PM

1 1

RyanPennington @Jumpseatviews 3m
Pumped for my Bud @PeterMFirehouse on his promotion to Acting editor in chief of @FirehouseNews congrats Pete! Honored to call you my friend!

2 #florencia

Lisa Retweeted

Sec. Kirstjen Nielsen @SecNi... 1d
Just finished briefing @POTUS, @VP, @WhiteHouse homeland security team on Hurricane #Florence w @FEMA_Brock. The entire federal gov is working closely with our state & local partners on the response. Importantly, this storm is not over & major flooding could take place all week.

Show this thread


753 4k 18k

Gabriel G. Marquez @G_Garcia... now
El chef José Andrés tiene como meta entregar 150,000 comidas calientes a los afectados por #Florence .
uni.vi/Tg8v101g8NW

1 1

Shauna Kuhn Retweeted

Leland Vittert @LelandVittert 17h
Dogs left for dead during #Florence swam thru flood waters to a porch—we heard barking while out with local fire dept. @DCLuckyDog has agreed to take them—any help with vet/evacuation expenses would help them! More tonight on @FoxNews



@richmhuff #PulseCheck2018


3 #volunteer

MS Wildlife Fed @MSWildlifeFed 45s
Learn to be a #HabitatSteward #Volunteer #TrailBuilding #TrailMonitoring #WildlifeBirdSurveys #TreeGrassPlanting #InvasiveSpeciesManagement #PublicUsePlanning
Sign up for the class that starts this Saturday. It's free! ow.ly/E8Lc30IS5rU

1 1 1

Lesley Paterson Retweeted

IF Oxford @Oxford_IF 7h
Want to get an #IFox2018 T-shirt? Then #volunteer ! It's great fun and you'll get to experience some amazing science and ideas events! Daytime, evening and weekend opportunities. Register here: if-oxford.com/volunteer/ @hls_research @TORCHOXford @OxfordSparks @UniofOxford



1 2 3

Mesh UK Charitable Trust @Me... 1m
Much needed help required: Injured patients left to help support others despite our own surgical #mesh experiences, making a difference to patients lives.

TweetDeck

Hootsuite

Google Alerts

Emergency planning is a **365-**
day-a-year process and **social**
media must be, too.



- It takes many good deeds to build a good reputation, and only one bad one to lose it.

- Benjamin Franklin

PN



Knowing when **not** to post
something and is as important
as knowing when **to** post
something

Questions?

- Email: Richardmhuff@gmail.com
- Twitter/Instagram: @Richmhuff
- Facebook: www.facebook.com/RichardMHuff