Tweet That! An EMS Guide to Using Social Media

© Richard Huff
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- EMT-B, NREMT-B
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- Journalist
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Today’s class

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

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

30 Retweets 6 Favorites

By (c)Richard Huff - @RichmHuff - Pulse Check 2014
Social media in action
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

BY 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!

CAUTION
ROAD ENDS
RIVER AHEAD
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.

By (c) Richard Huff - @RichmHuff - Pulse Check 2014
@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
Anyone with a phone can report
Circus accident

Alex Wood @alexanderwood · 20h
Horrible accident at #RinglingBros #circus at #thedunk #Povidence. Structure holding performers fell 20+ feet.

Collapse

23 RETWEETS 1 FAVORITE
Tweet with an image

Ambulances in #thedunk after horrible #ringlingbros accident in #Providence.
pic.twitter.com/LYqnYwhYN
Breaking news

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

NFD

8:21 AM - 22 May 2014
Incident follow up

PGPDNEWS
@PGPDNews

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

9:05 AM - 22 May 2014
PGPD patrol officer seriously injured while on traffic stop. tinyurl.com/pa6t6yl
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

By (c)Richard Huff - @RichmHuff - Pulse Check 2014
Tackle social media like a disaster

Social Chief

- Logistics
- Operations
- Finance
- Planning

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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

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Be prepared

- You must have a social media plan
- Brainstorm for the worst
- Create mock scenarios
- Drill, drill, drill
Don’t believe me?
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?

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

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
Turn Around, Don’t Drown

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

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.

12 RETWEETS 2 FAVORITES
Getting key information out

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

7,137 RETWEETS 330 FAVORITES

Meredith Frost @MeredithFrost

Jules Mattsson @julesmattsson
Aimed at media RT @Boston_Police WARNING: Do Not Compromise Officer Safety by Broadcasting Tactical Positions of Homes Being Searched
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
@BOSTON_EMS is the entire city an "active scene" as some are reporting?

Alison @Musicalcatlover
@BOSTON_EMS be careful & stay safe. Prayers from UK for you guys & all those affected.
Boston Marathon Bombings

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
REPORT OF PERSON IN WATER AT 2700 S ASHLAND. CFD RESPONDING WILL UPDATE AS NECESSARY.
A Force multiplier
@FEMA  320,000+

Learn how to protect the outside of your property from disasters caused by natural hazards today, visit goo.gl/zZYdK6  #BSM!
Force Multiplier – 79 RTs

FEMA @fema · May 21
Learn how to protect the outside of your property from disasters caused by natural hazards today, visit goo.gl/zZYdK6 #BSM!

femaregion8 @femaregion8
10,113 followers

SaludHEALTHinfo @SaludHEALTHinfo
20,911 followers

Public Safety USA @PublicSafetyUSA
1,726 followers

GoAudax @goaudax
348 followers

Just An Operator @TerrorismProf
17,228 followers

By (c)Richard Huff - @RichmHuff - Pulse Check 2014
Media Advisory: PGPD and @FBI to announce Increase in reward for information leading to arrest of Davon Wallace

tinyurl.com/mn96tsl
Update residents on real info

Power crews from Ohio are working their way through @athlds #sandy pic.twitter.com/FhDsQPyr

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.

Sign up here to volunteer for #Sandy relief efforts: nycservice.org
Before the disaster hits

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

By (c)Richard Huff - @RichmHuff - Pulse Check 2014
Not just disasters

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

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

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

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

The Walnut Street Sidewalk Fair is under way! Stop by and visit @MontclairEMS!
Houston OEMS

Do you know what your risk is during a hurricane? Check out houstonstormrisk.org and map your risk. #prepare #txwx

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

With over 4 million participants, #MayDayHouston is American's #PrepareAthon! largest event! 1.usa.gov/1tygnCH. bit.ly/1tyjnyQ.
Houston OEM

@HoustonOEM

Official information from the City of Houston Office of Emergency Management. Social media policies: j.mp /OEMSocialMedia

📍 Houston, TX
🔗 houstonoem.org
⏰ Joined April 2010
@BostonFire


Boston, Massachusetts - cityofboston.gov/fire

Tweets 49 65.2K

Followed by NatlVolFireCouncil, Duxbury Fire PIO, Boston Fire Fighters and 78 others.

Retweeted by Boston Fire Dept.

Duxbury Fire PIO @DXFDPIO - 5h
Thank you to our brothers and sisters from @BostonFire @LOCAL_718 who sent their honor guard to honor FF Jack Thomas via twitter.com/AA7oj4A2u7Z
Updates on routine information

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

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

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.

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
Become a source of info

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

By (c)Richard Huff - @RichmHuff - Pulse Check 2014
Pass along relevant stories

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

http://One Less Gun: Officers Arrest One and Recover One Illegal Firearm in Roxburybpdnews.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.

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

Enabling public safety organizations to keep people safe and well-informed

How it works
Participating organizations
Guidelines & FAQs
Helpful assets
Enroll

Anywhere. anytime.

Make your Tweets stand out.

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

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

3:20 PM - 29 Apr 2014 · Details
Only one in five adults are meeting @CDCGov guidelines for physical activity. Are you one of them? bit.ly/123Crpz
@AHFIRSTAID

ahfirstaid @ahfirstaid • Dec 11

#Santa’s pals at the AHFAS are gearing up for tonight's visit it Zone 3 starting at 6p. #Christmas pic.twitter.com/h4giPKKpp2
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
By (c)Richard Huff - @RichmHuff - Pulse Check 2014
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
What not to be
How many have social media policies?

http://socialmediagovernance.com/policies.php

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

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

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

RETWEETS 34  FAVORITES 10

12:04 AM - 25 Mar 2014 · Details
Fluid and dynamic

This

...becomes this
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
Oh no

Boz @purrenergy · Apr 24
#myNYPD providing free chiropractic services for homeless
pic.twitter.com/91kl2XakMX

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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