How Not To Become A Social Media Statistic

Richard Huff
@richmhuff
30 Seconds

@richmhuff  #PulseCheck2018
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.

Matthew M - 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
Andrea Taylor - You guys are awesome. Stay safe!
Police department removes Facebook post seen as racially offensive

Updated Jan 5, 2018; Posted Jan 4, 2018
NJ police department offered blizzard ‘cuddles’

By Joe Tacopino

January 4, 2018 | 6:58pm | Updated
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

@richmhuff   #PulseCheck2018
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
Why?
This is so much fun
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 it.
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.

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

<table>
<thead>
<tr>
<th>Platform</th>
<th>Several times a day</th>
<th>About once a day</th>
<th>Less often</th>
<th>NET Daily</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>51%</td>
<td>23%</td>
<td>26%</td>
<td>74%</td>
</tr>
<tr>
<td>Snapchat</td>
<td>49%</td>
<td>14%</td>
<td>36%</td>
<td>63%</td>
</tr>
<tr>
<td>Instagram</td>
<td>38%</td>
<td>22%</td>
<td>39%</td>
<td>60%</td>
</tr>
<tr>
<td>Twitter</td>
<td>26%</td>
<td>20%</td>
<td>53%</td>
<td>46%</td>
</tr>
<tr>
<td>YouTube</td>
<td>29%</td>
<td>17%</td>
<td>55%</td>
<td>45%</td>
</tr>
</tbody>
</table>

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


PEW RESEARCH CENTER
Harford Sheriff
@Harford_Sheriff

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
Back To School
Chief Hooley is out at the Chittick School in Hyde Park welcoming students back to school this morning. #WelcomeBackBPS
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! #lbi #longbeachisland #surfcity
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
Tackle social media like a disaster

Social Chief

- Logistics
- Operations
- Analyst
- Planning
Preplan

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

@richmhuff #PulseCheck2018
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
There is an incident underway at LAX. Law enforcement is on scene. More information to follow.
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
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
Knowing when **not** to post something and is as important as knowing when **to** post something.
Questions?

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• Facebook: www.facebook.com/RichardMHuff