

# **JOINT OECD/IRGC EXPERT WORKSHOP**

## **Risk and Crisis Communication: Opportunities and Challenges of Social Media**

**Policy round table**  
**Risk and Crisis Communication and the new social media:  
Opportunities for international cooperation**

Daniel Stauffacher  
President, ICT4Peace Foundation

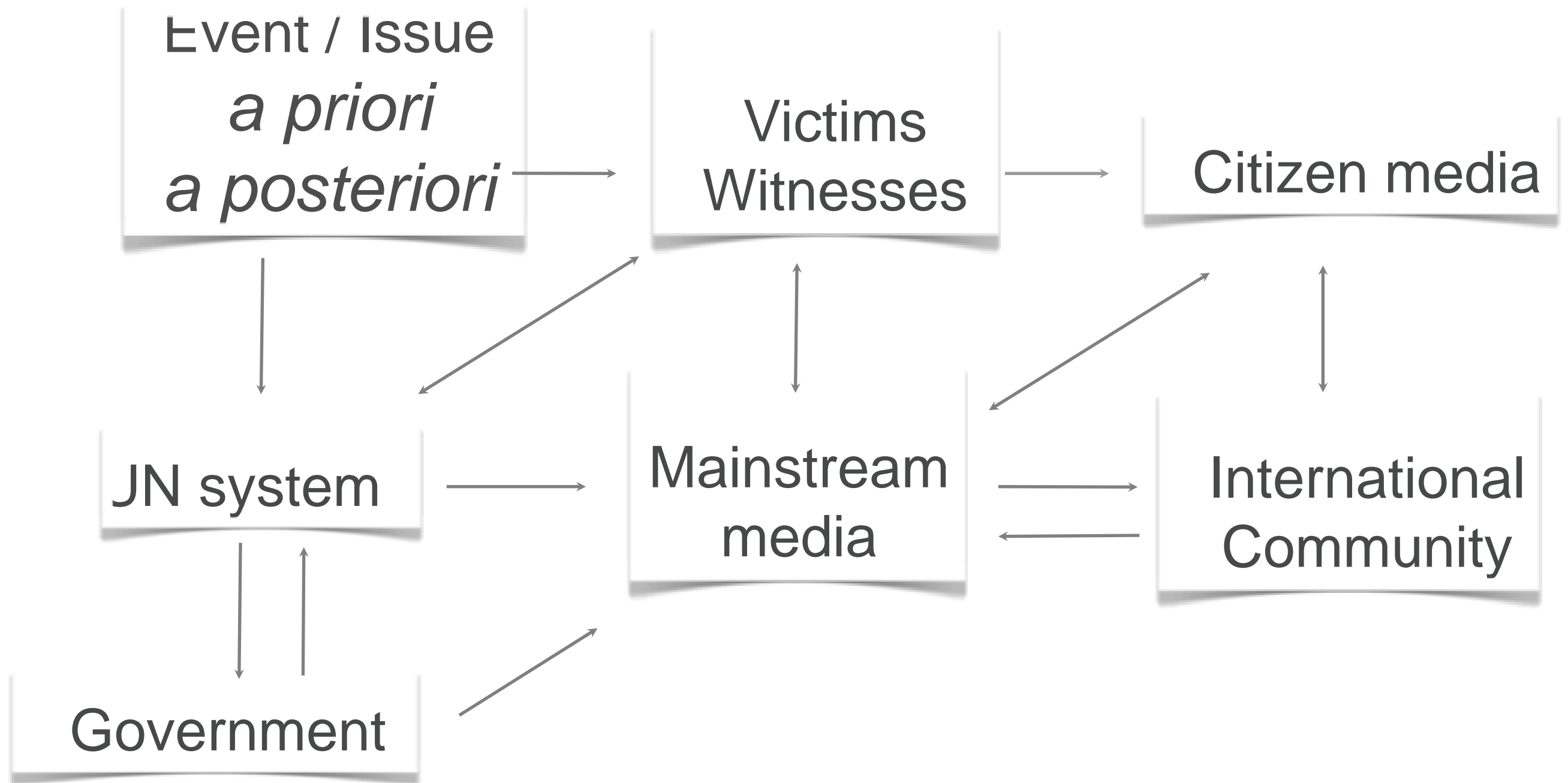


# The Change

- The shift from Government as sole provider or enabler of information for situational awareness and provide help, to a multitude of actors
- The shift from victims to first responders, from powerless to those with the agency to update, demand and bear witness

# bearing witness and communicating

Barriers to and financial costs have fallen drastically



# Power of a single tweet



# Learning, from failure

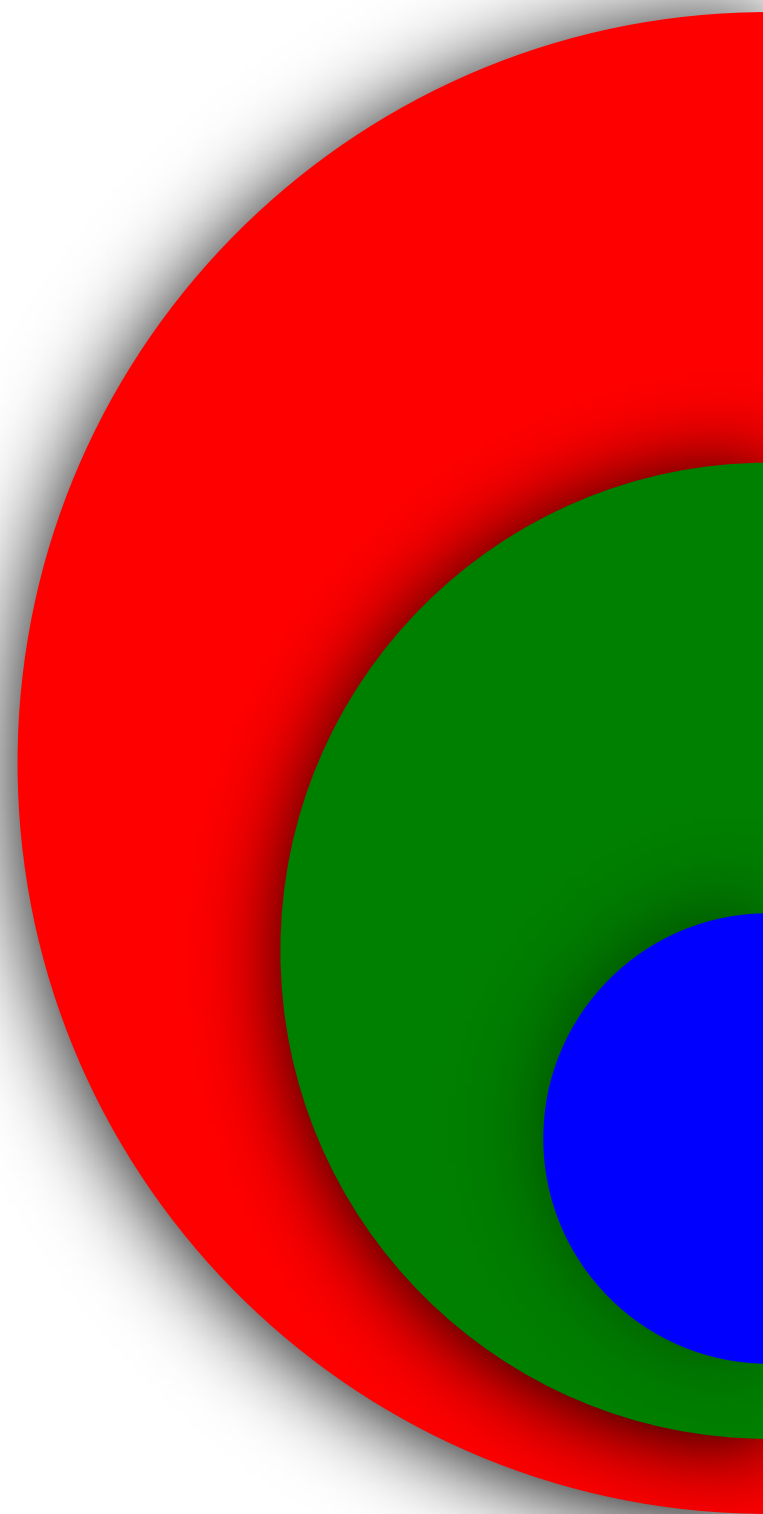


<http://damascusgaygirl.blogspot.com>



Jelena Lecic, of London

# Information breakdown in crisis situation



## New media

- Twitter
- Flickr
- Blogs
- SMS / MMS / Mobiles
- Social networks

## Mainstream media

- CNN / BBC / Al Jazeera
- Local / National TV and radio
- Print media (mainstream / regional)
- Alternative print media

## Traditional Sources

- Sit reps
- Open Data Open Gov Data
- Humanitarian Information Centres
- Agency databases / email lists
- Personal contacts / relationships

# Need for a social media literacy

- Build (new) media literacy to get citizens to ask,
  - Is this story factual?
  - Is it fair?
  - Is it well sourced?
  - Is it informative?
  - Is it insightful?
  - Is it well written?
  - Do you recommend this story?
  - Do you trust this publication?

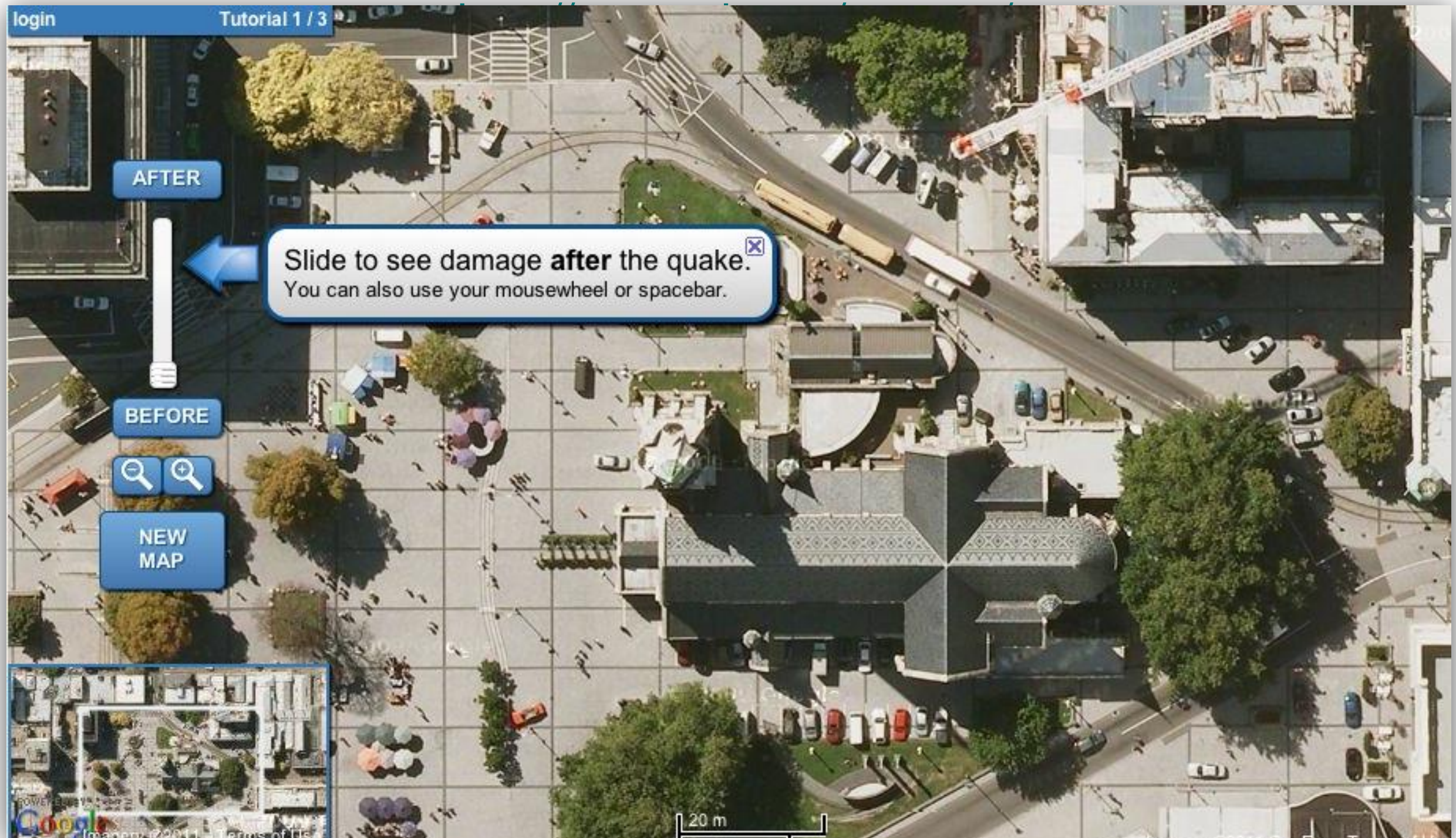
# Social Media and Web Literacy

- When everyone is better informed, government is better able to govern
- When citizens themselves can filter the incorrect, the false, the misleading, the partial, the rumour from fact, government better able to respond



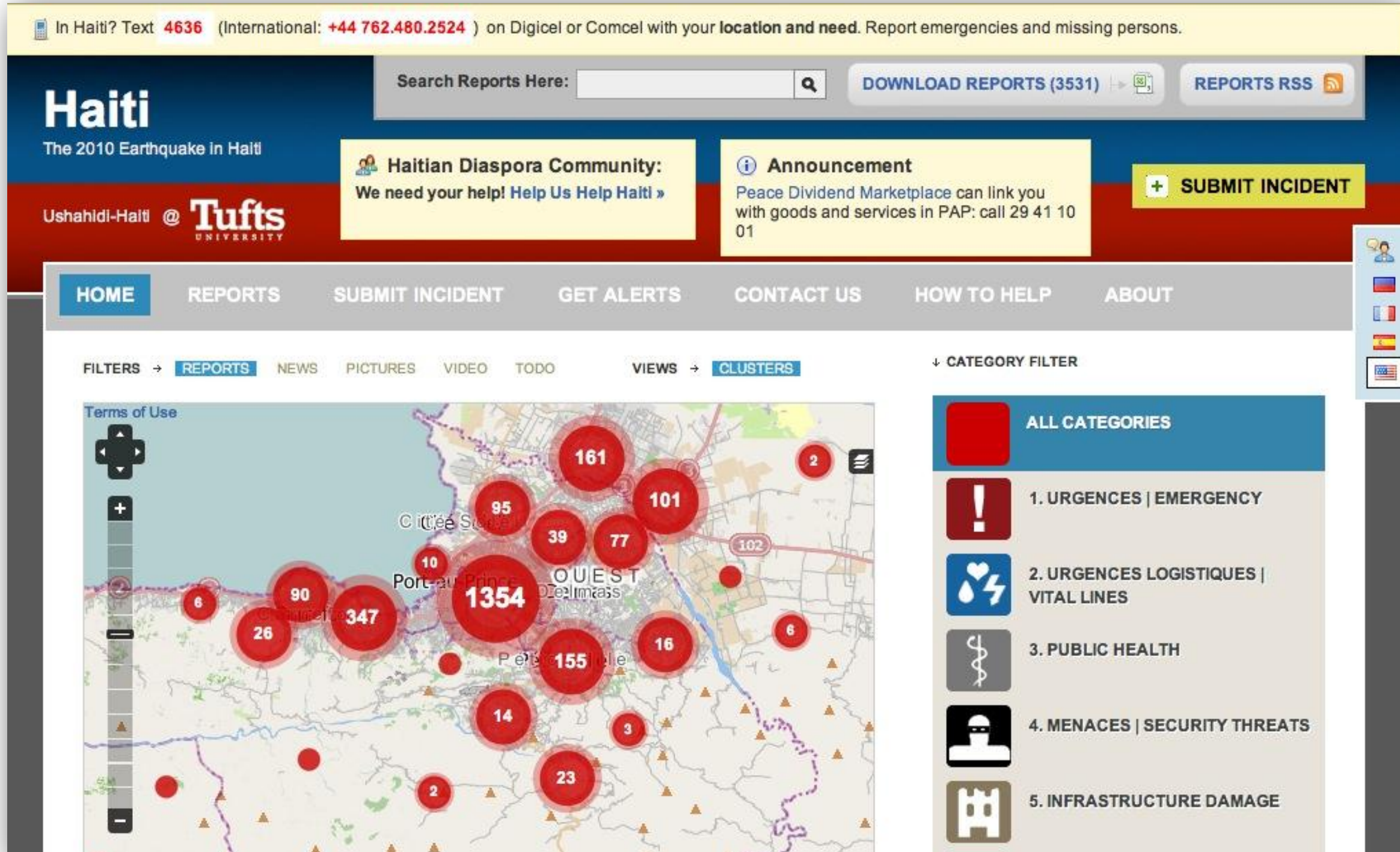
# New Tools

## Crisis Mapping in Christchurch: damage assessment





# New Tools: Crowdsourcing - Learning from Kenia 2007 and Haiti 2010



# Learning, from Libya

# Libya Crisis Map

SEARCH



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**⚠** The LibyaCrisisMap platform was activated by the request of the Office for the Coordination of Humanitarian Affairs (OCHA) to the Standby Task Force (SBTF). The platform was fully handed over to OCHA supervision in April 2011, and continued to be supported by a team of volunteers until June 4th of 2011.

The platform is not currently accepting new reports, but the data will remain available for a couple of months.


## Click on map icons to see local reports




**↓ CATEGORY FILTER** [HIDE]

 All Categories

Internal :: Sources

 Events :: Armed Confrontations


 Events :: Attacks on Protected Persons


 Events :: Attacks on Protected Objects

 Events :: Explosive Remnants of War

 Needs

 Response

 Events :: Mass Displacements

 Internal :: Verification



# Learning, from Pakistan

local.com.pk Beta

Wednesday, October 20, 2010 | 11:02:15 AM

Latest News: Under pressure from floods and courts, Pakistan's Zardari likely to keep his job

powered by Google™

Current Location Pakistan

Satellite Map Hybrid Terrain

Sher Muhammad Kalhore

Relief Activities

- ☐ PRCS Nationwide 16/10/2010
- ☐ BKTEF Medic Camps 20/10/2010
- ☐ BKTEF Relief Camps 20/10/2010
- ☐ PK/SA Relief Activity 20/10/2010

Affected districts

Most 08/09/2010 Less

- ☐ Highly affected
- ☐ Highly-Medium affected
- ☐ Medium affected
- ☐ Less affected

Flood Analysis

Pak Met / OCHA / Google

- ☐ Dams/Barrages Status 04/09/10

UNITAR / UNOSAT

- ☐ Sukkur Barrage - 22/08/2010
- ☐ Sukkur Barrage - 24/08/2010
- ☐ Roads Status - 22/08/10
- ☐ Bridges Status - 22/08/10
- ☐ Maximum flood extent - 25/08/10
- ☐ Maximum flood extent - 02/09/10

Pacific Disaster Committee

- ☒ IDP Camps 02/09/2010
- ☐ Intermittent Impact - 17/08/2010
- ☐ Moderate Impact - 17/08/2010
- ☐ Heavy Impact - 17/08/2010
- ☐ Rivers Normal Flow

Current Satellite Updates

- ☐ Current clouds status - Google

True Colors - "Terra" - © NASA/GSFC

1 Km 2 Km 250 m

Embed on your site

Pakistan Floods Updates @ Twitter

1Harmonious RT @Aale\_RazaRizvi: #PkFloods http://tinyurl.com/CWF-L... #Pakistan needs budgetary measures to raise money for #Rebuilding #Relief #SelfHelp 2 minutes ago



# Learning, from Egypt

The image is a screenshot of a Twitter search results page for the query "Cairo coptic". The page layout includes a top navigation bar with the Twitter logo, a search bar containing the query, and links for Home, Profile, Messages, and Who To Follow. The user's name, "sanjanah", is visible in the top right. Below the navigation bar, the search results are displayed in a two-column format. The left column shows a list of tweets, and the right column features "People results", "Top images", "Top videos", and "Trends".

**Results for Cairo coptic**

← Back to Home Save this search

Tweets · Top Refine results »

- AJEnglish** Al Jazeera English  
Chaos in **Cairo** over **Coptic** protest [aje.me/qS7QYe](http://aje.me/qS7QYe)  
9 hours ago
- darkpoltweeter** Dark Politricks RT  
New article on darkpolitricks: Crackdown on **Coptic** protest in **Cairo** leaves 23 dead <http://j.mp/nOrpZC> #Republican #Yahoo  
darkpolitricks.com  
19 minutes ago
- TimothyBiasetto** Timothy Biasetto  
RT @SBSNews: At least 23 dead in **Cairo**, following clashes between **Coptic** Christian demonstrators and military police. // praying for Egypt!  
3 hours ago
- abcreligion** ABC Religion  
RT @abcnews: Correspondent Ben Knight says he counted at least 17 bodies in the morgue of a **Coptic** Christian hospital in **Cairo**  
3 hours ago
- ikhwanweb** Ikhwanweb  
Egyptians-Muslims and christians- show up in large numbers at the **Coptic** hospital in **Cairo** to Donate blood for victims #Masbero #Copts  
4 hours ago
- BreakingNews** Breaking News  
**Coptic** hospital in **Cairo** attacked; PM Sharraf to address nation - Al

**People results for Cairo coptic · view all**

- BeeboHenein** Nevine Henein · Follow  
Mother of 2 small boys, aka nose-wiper, pack animal,...
- ArabWestReport** Arab West Report · Follow  
A Cairo-based independent digest of news stories an...
- NaguibSawiris** Naguib Sawiris · Follow  
A Founding Member of Al Masreyeen Al Ahrrar polit...
- SarrahGabriel** سارا · Follow  
COPTIC && PROUD!!!! MARKETING GRAD! DUBAI ...

**Top images**

**Top videos**

**Trends: Worldwide · change**


- #CanYouFigureOut Promoted
- #MyFavoriteSongsEver
- #NoHayNadaComoDecir
- #ThingsPeopleShouldNotDo
- Justin Papacito Bieber
- Selena Mamacita Gomez

# Massive data analytics

<http://tomnod.com>

**tomnod** Crowdsourcing The World

HOMEPROJECTSABOUTTECHNOLOGYNEWSCONTACTBLOGJOBS



*A Leading Innovator and Provider of Machine Learning and Crowdsourcing Technology*

**What is Crowdsourcing?**

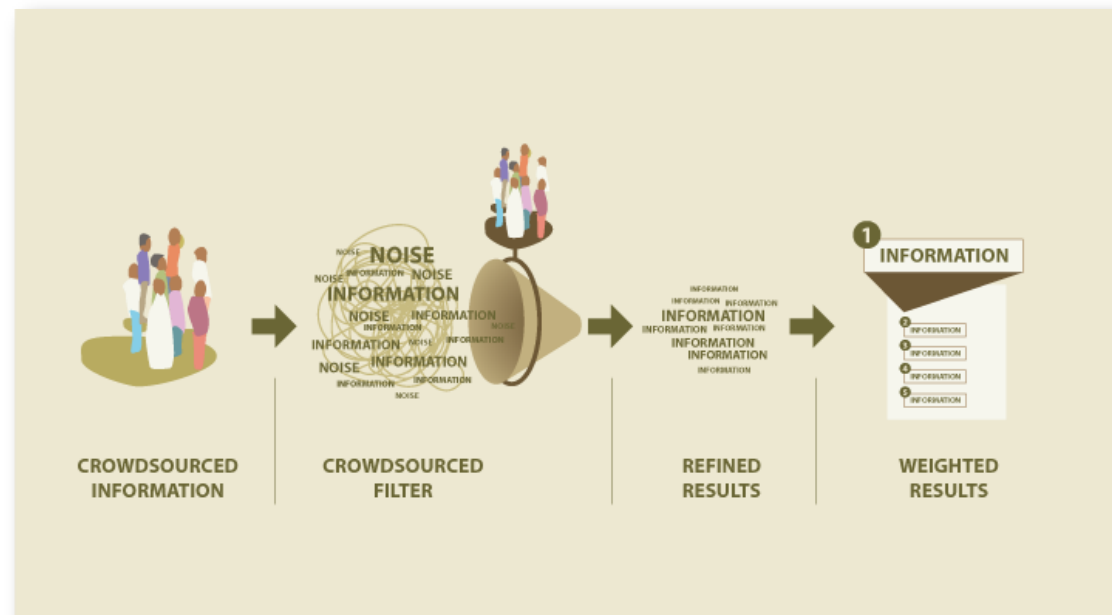
The aggregation of large numbers of incremental contributions from a crowd to achieve a greater goal.


**Combining Human and Machine Intelligence for Massive Data Analytics**

With the internet revolution human leisure and labor time has largely migrated to the online "virtual" world. At the same time, the world's digital information has exploded in size and complexity, far outstripping the pace of our



# Validation of crowd-sourced Information: Ushahidi Swiftriver






### SWEEPER

Sweeper is a free and open-source multimedia curation platform. It offers a quick and easy way to create a social media monitoring dashboard, mashing-up data collected from Twitter, RSS, Email, Mobile and Search.

As a research tool Sweeper is a great way to manage and structure data collected from around the web.

[LEARN MORE](#)




### SWIFTMEME

SwiftMeme is a meme-tracker and keyword monitoring tool that helps users discover trends in conversations online. It helps to surface content while offering evaluation metrics.

SwiftMeme is available as hosted web service and as an open source application.

[LEARN MORE](#)



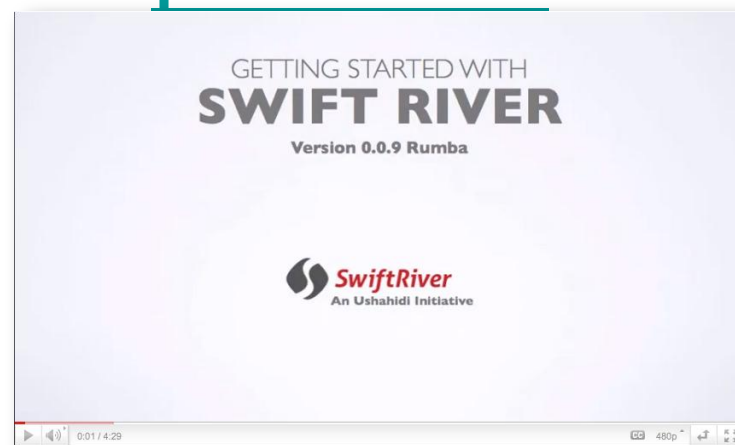
### QUIVER

Quiver is a bookmarklet that allows users to gather and store content from around the web with the click of a button!

This add-on for Sweeper turns it into a powerful application for creating a personalized archive of content and sources.

[LEARN MORE](#)

platform



SwiftRiver is a platform that helps people make sense of a lot of information in a short amount of time.

In practice, SwiftRiver enables the filtering and verification of real-time data from channels like Twitter, SMS, Email and RSS feeds.

<http://www.youtube.com/watch?v=Tb0Gs7vtrgk>

# Examples of Validation

## Submitting a report with Matrix plug-in on Ushahidi Platform: Information Probability and Reliability

**First Name**

**Last Name**

**Email**

**Source Reliability**

--- Select One ---

**Information Probability**

✓ --- Select One ---

- Yes, the information is confirmed by several independent sources
- Yes, the information is not confirmed (yet), but is likely
- Yes, the information makes sense
- No, the information is surprising
- No, the information is unlikely and may be disinformation
- I do not know

**Video link**

**Upload Photos**

Choose File

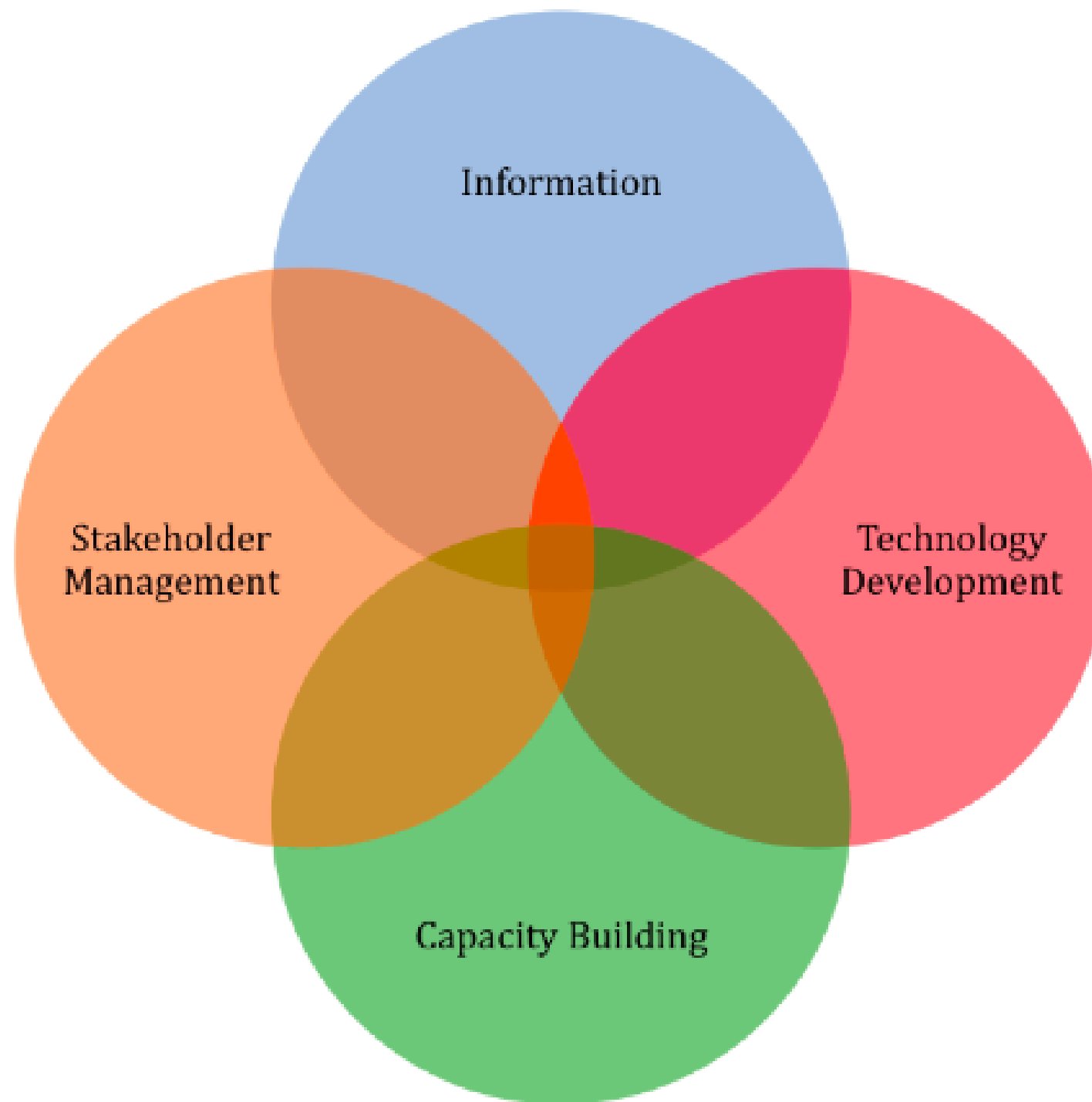
no file selected

Submit

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# International Cooperation: Need for a common Crisis Information Management Strategy (CiMS)



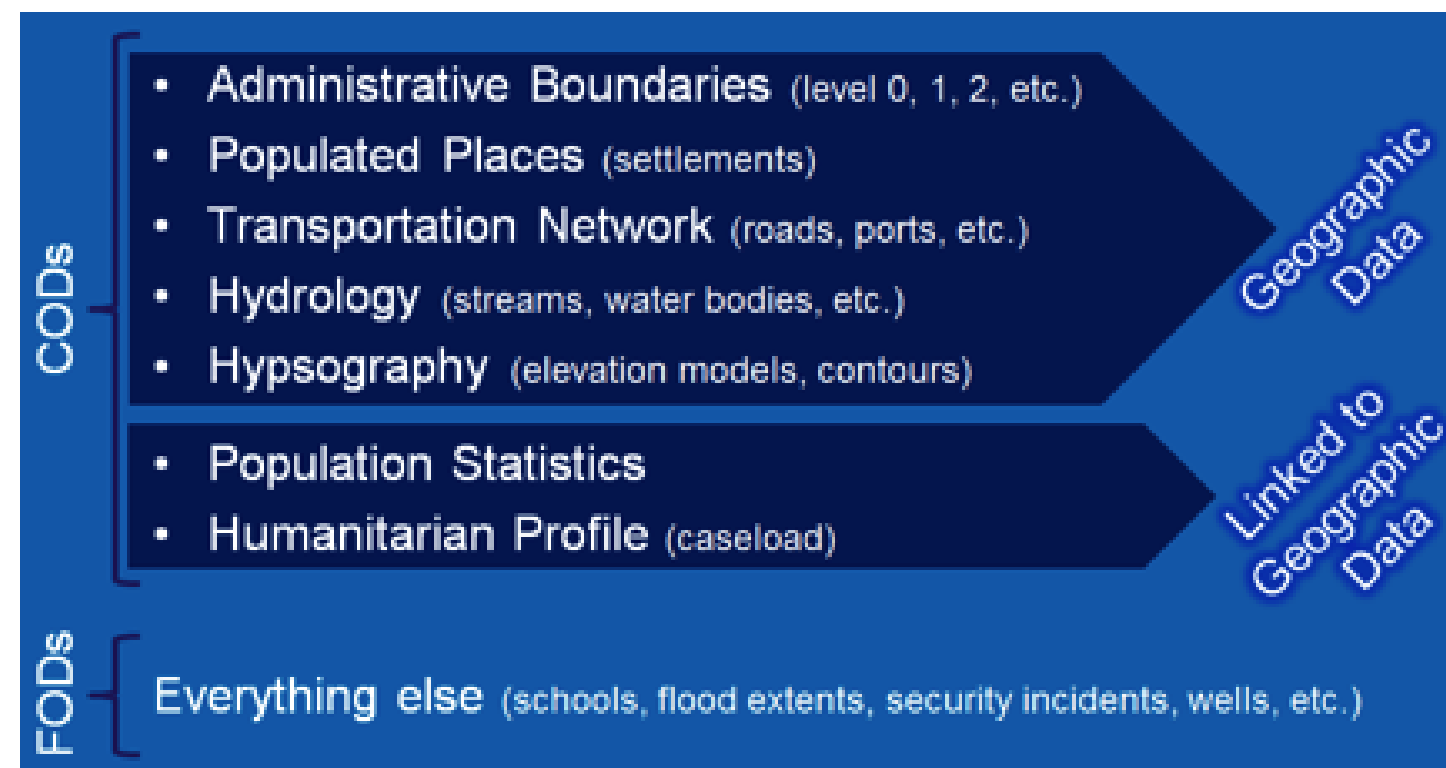
## About the Common and Fundamental Operational Datasets

[View the tutorial videos](#) <sup>2</sup> for COD/FOD contributors.

What's a C.O.D.? What's an F.O.D?

The **Common Operational Datasets (CODs)** are critical datasets that are used to support the work of humanitarian actors across multiple sectors. They are considered a *de facto* standard for the humanitarian community and should represent the best-available datasets for each theme.

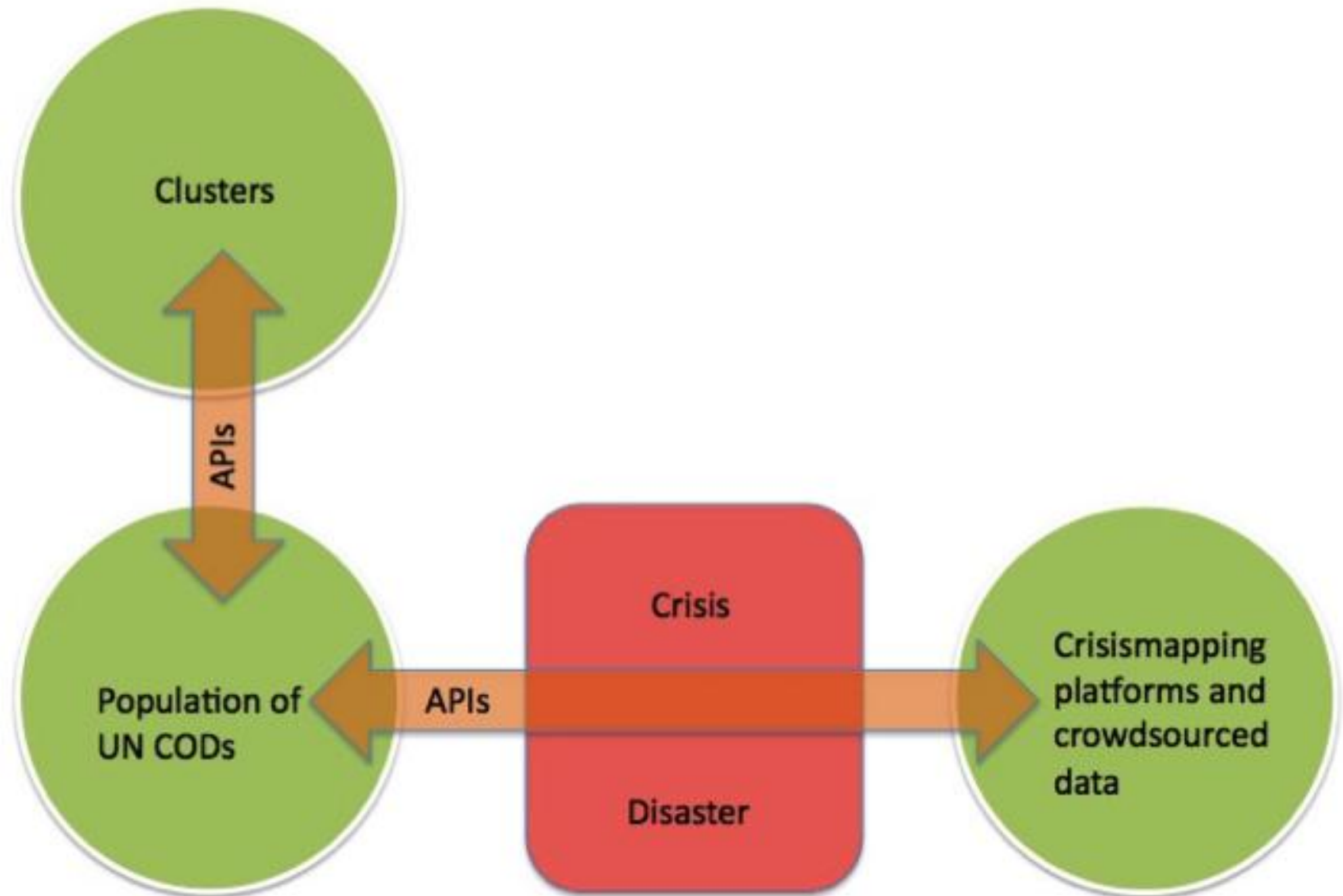
The **Fundamental Operational Datasets (FODs)** are datasets that are relevant to a humanitarian operation, but are more specific to a particular sector or otherwise do not fit into one of the seven COD themes.



### Background on the CODs/FODs

The *IASC Guidelines on Common Operational Datasets in Disaster Preparedness and Response* were developed to help national authorities and humanitarian organizations exchange data thereby improving the effectiveness of humanitarian response. These guidelines outline the common

# How to Manage Cooperation between Governments and IO and Volunterr and Technical Community (V & T) ?



# Government Engagement with social media

## Benefit, risk and mitigation tables

Passive	→	Active	→	Engaged
Monitor	Signpost or support	Respond	Discuss	Debate

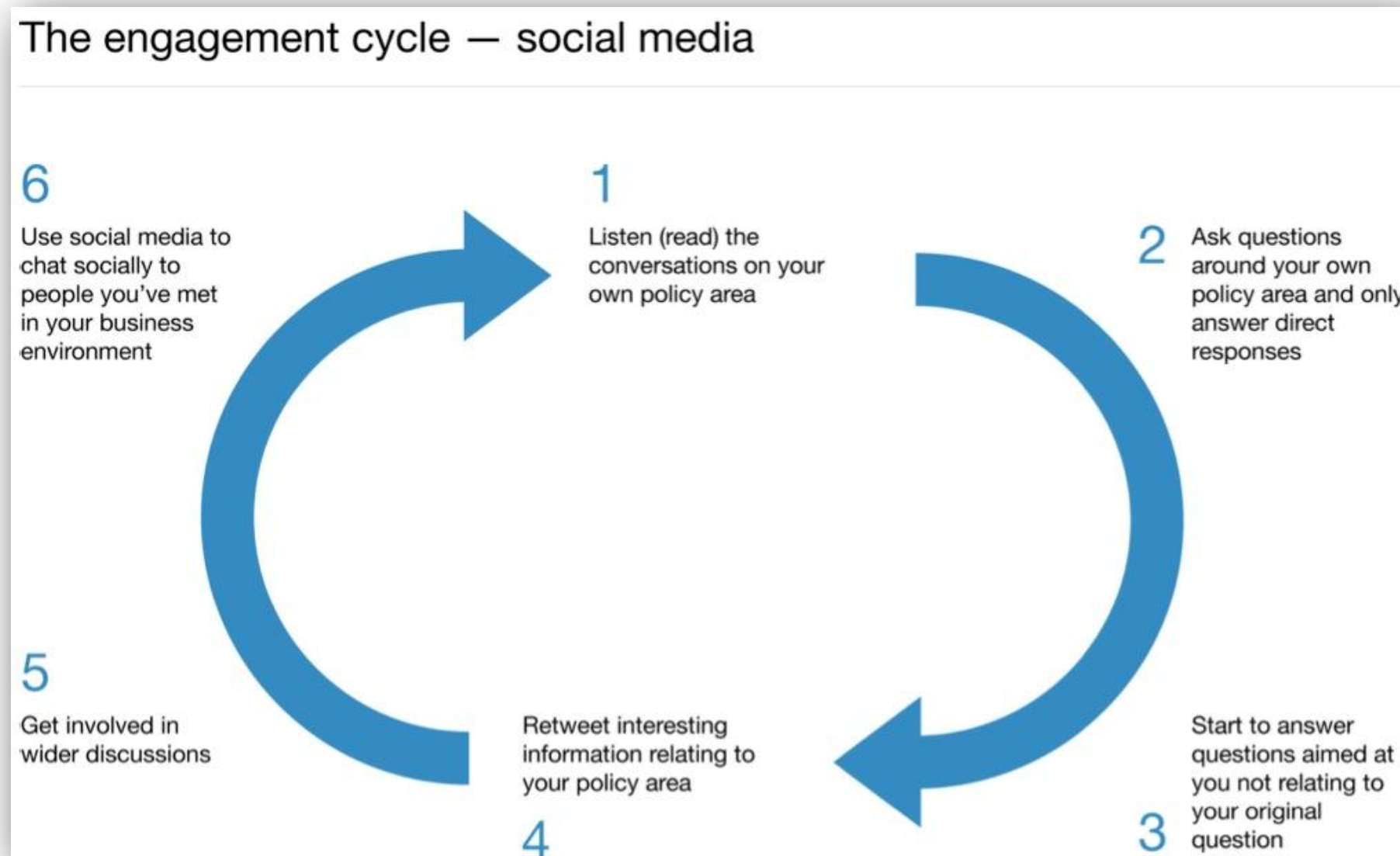
### Monitor

Potential activity	Potential objectives	Benefits	Risks	Risk mitigation	Example
Monitor social networking sites, forums and blogs for discussion on the agency, its proposals or services delivered	<ul style="list-style-type: none"> <li>Understand how opinion is forming</li> <li>Identify gaps in service delivery</li> <li>Identify service users'/audience's information needs</li> <li>Understand how stakeholders are related</li> </ul>	<ul style="list-style-type: none"> <li>Situational awareness</li> <li>Increase understanding of nature and range of commentary</li> </ul>	<ul style="list-style-type: none"> <li>Monitoring tools are emerging, and standards of practice have yet to be formed</li> <li>Debate may be unrepresentative</li> </ul>	Should supplement, not replace, other media monitoring and stakeholder activity	Civil Defence monitored Twitter conversations after earthquakes in Christchurch <a href="https://twitter.com/nzcivildefence">twitter.com/nzcivildefence</a>

# Some suggestions on how to give guidance....

- Have a clear idea of your objectives in using social media
- Learn the rules of each social media space before engaging
- Ask for advice if you are not sure
- Remember an official account does not belong to the individual
- Communicate where your citizens are
- Build relationships with your stakeholders on and offline – social media is just one of many communication channels
- Try not to channel shift citizens backwards (move from email to telephone for example)
- Do not open a channel of communication you cannot maintain
- Understand when a conversation should be taken offline
- Do not engage with users who are aggressive/abusive

# Observe, learn, do





# Good advice

## 5. Basic principles for staff

There are some common principles shared across all forms of social media. Knowing these basic 'rules of engagement' will serve staff well whether they are simply contributing to or actually managing an online community.

- **Be credible** - Be accurate, fair, thorough and transparent.
- **Be consistent** - Encourage constructive criticism and deliberation. Be cordial, honest and professional at all times.
- **Be responsive** - Answer questions in a timely manner. Share your insights where appropriate.
- **Be integrated** - Wherever possible, align online participation with other offline communications.
- **Be a public servant** - Remember that you are an ambassador for your agency. Wherever possible, disclose your position as a representative of your department or agency.
- **Be a good custodian** – If you've introduced and/or are managing your organisation's social media profile or blog, make sure that you're posting content and checking messages regularly. An untended and out-of-date account looks unprofessional. Also ensure that information is created, kept and, if necessary, disposed of in accordance with organisational policies.

# Government Handbooks for Social Media Engagement

5	What is online community engagement? .....	9
5.1	Get Involved online consultation toolkit .....	9
6	Social media governance.....	10
6.1	Success measures .....	11
7	Establishing meaningful, manageable social media presences .....	11
8	Committing to ongoing relationships .....	11
8.1	Managing expectations.....	12
8.2	Responding within social media.....	12
8.3	Monitoring social media activities .....	13
9	Transparency when using social media.....	13
9.1	Identify as an official government presence.....	14
9.2	Communicate account closures .....	14
10	Accounting for policy and legislative requirements .....	14
10.1	Information security .....	14
10.2	Intellectual property infringement .....	15
10.3	Misrepresentation .....	15



# Follow the Leaders!



thank you

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