

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

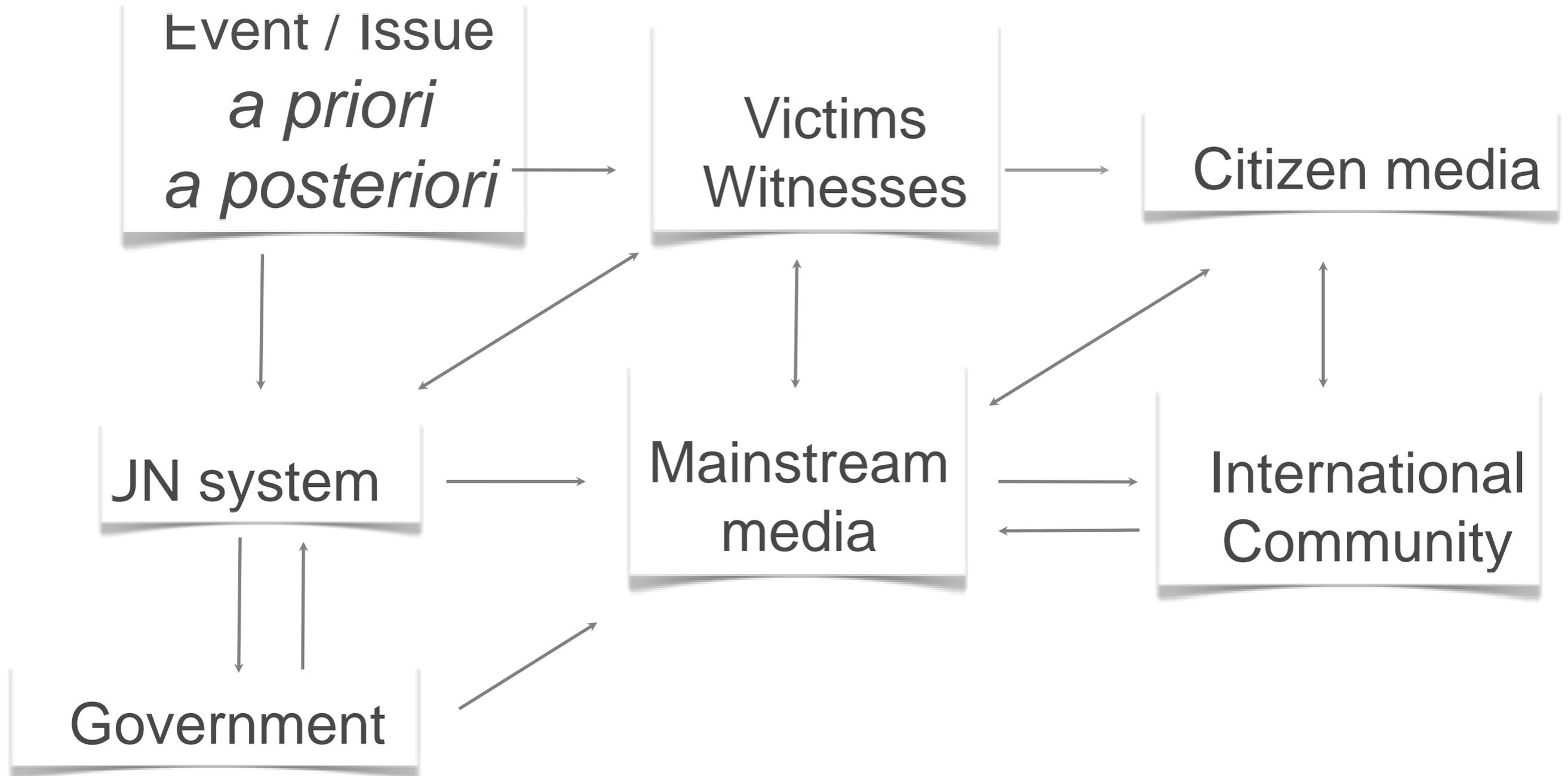


The Change

- 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

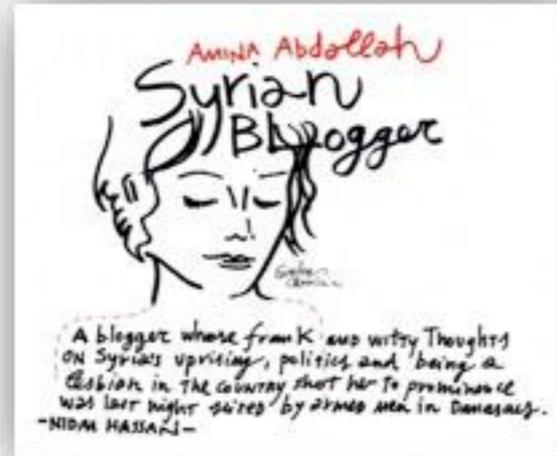
Barriers to and financial costs have fallen drastically



Power of a single tweet



Learning, from failure

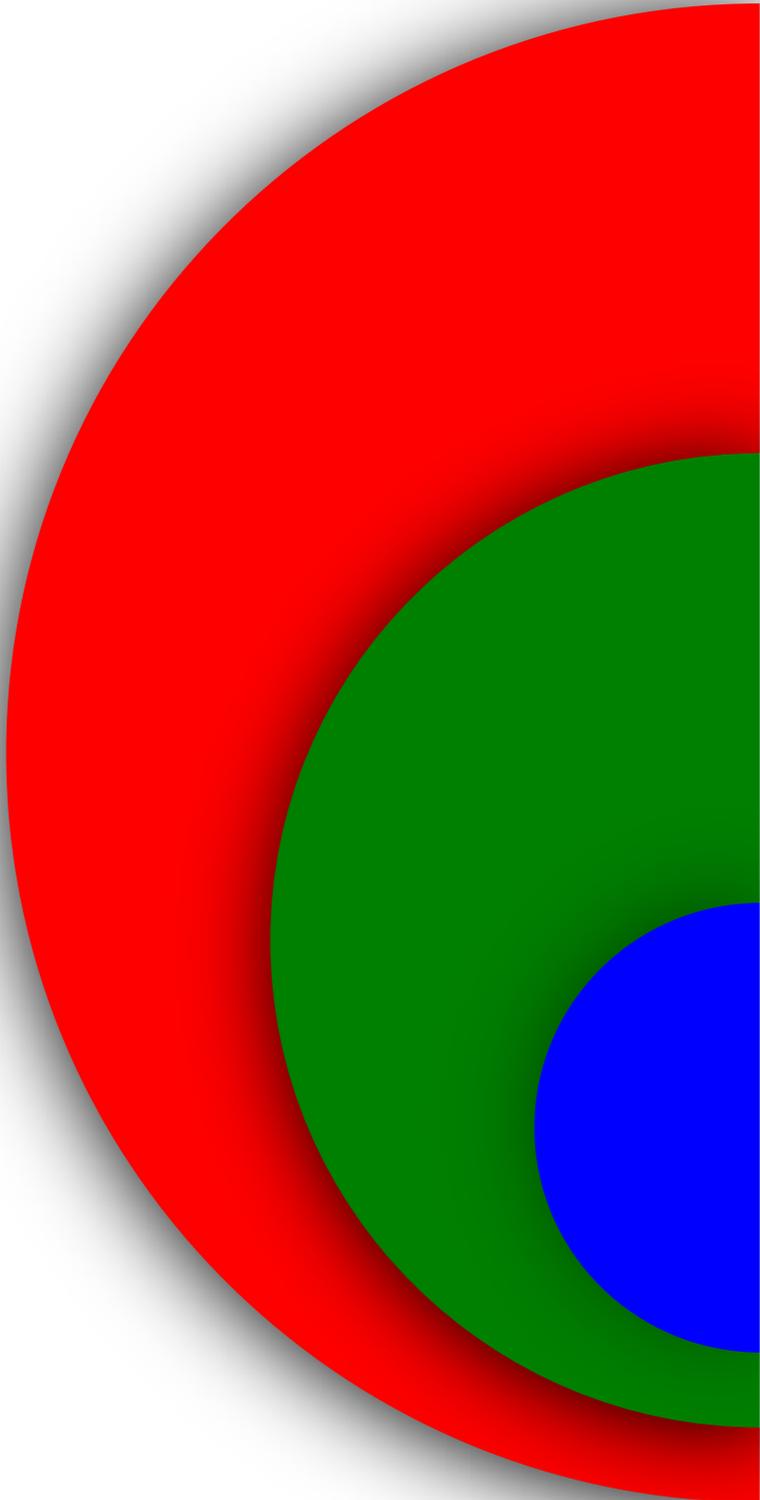


<http://damascusgaygirl.blogspot.com>



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

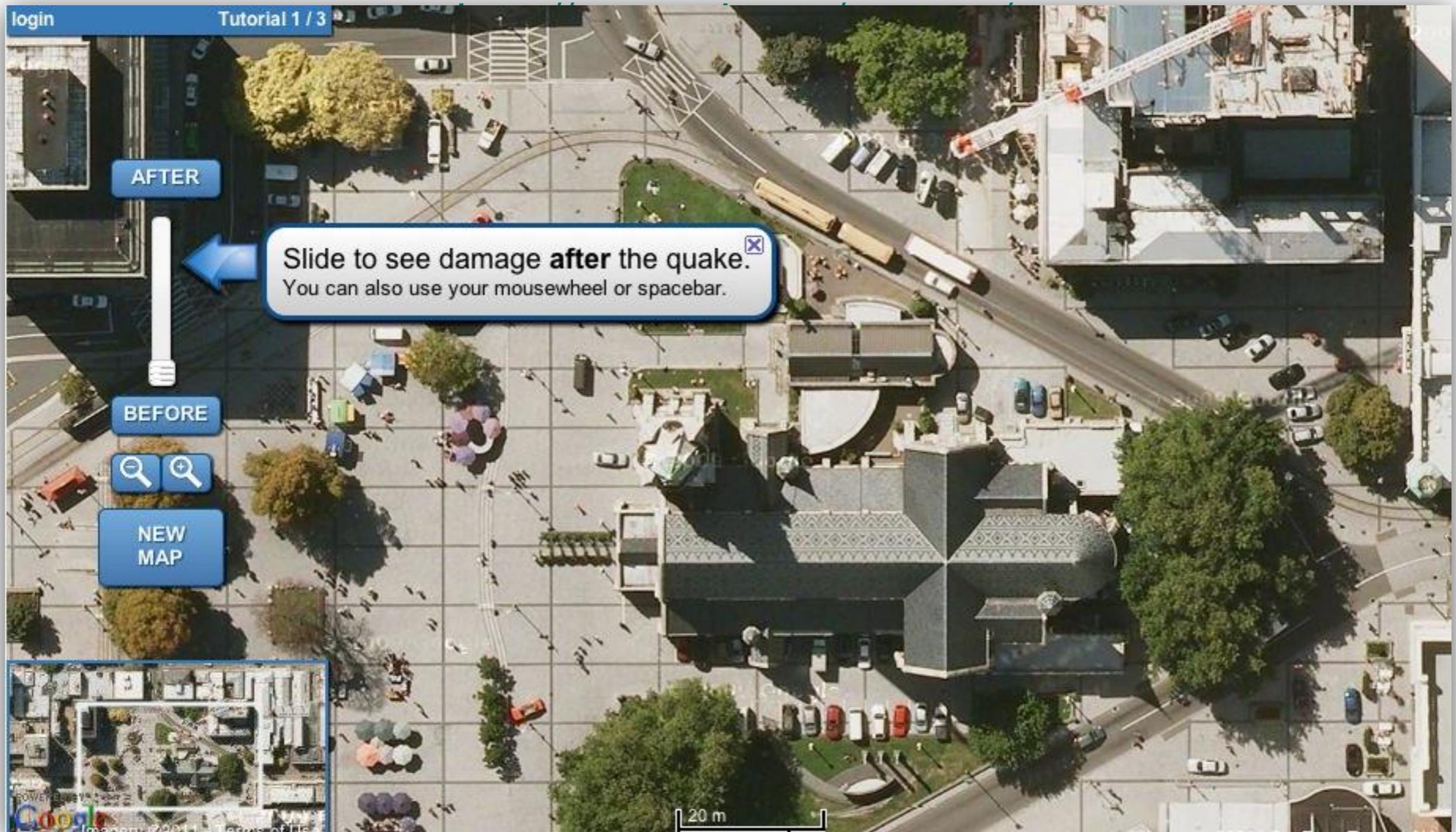
- Build (new) media literacy to get citizens to ask,
 - Is this story factual?
 - Is it fair?
 - Is it well sourced?
 - Is it informative?
 - Is it insightful?
 - Is it well written?
 - Do you recommend this story?
 - Do you trust this publication?

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 Kenya 2007 and Haiti 2010

In Haiti? Text **4636** (International: **+44 762.480.2524**) on Digicel or Comcel with your **location and need**. Report emergencies and missing persons.

Haiti
The 2010 Earthquake in Haiti

Ushahidi-Haiti @ **Tufts UNIVERSITY**

Search Reports Here:

[DOWNLOAD REPORTS \(3531\)](#)

[REPORTS RSS](#)

Haitian Diaspora Community:
We need your help! [Help Us Help Haiti](#) >

Announcement
Peace Dividend Marketplace can link you with goods and services in PAP: call 29 41 10 01

+ SUBMIT INCIDENT

HOME REPORTS SUBMIT INCIDENT GET ALERTS CONTACT US HOW TO HELP ABOUT

FILTERS → **REPORTS** NEWS PICTURES VIDEO TODO VIEWS → **CLUSTERS** ↓ CATEGORY FILTER

Terms of Use

1. URGENCES | EMERGENCY

2. URGENCES LOGISTIQUES | VITAL LINES

3. PUBLIC HEALTH

4. MENACES | SECURITY THREATS

5. INFRASTRUCTURE DAMAGE

Learning, from Libya

The screenshot shows the 'Libya Crisis Map' website. At the top left, the title 'Libya Crisis Map' is displayed in large white font. To the right is a search bar with the text 'SEARCH' and a magnifying glass icon. Below the search bar is the OCHA logo. A navigation menu contains the following items: HOME, BIG MAP, REPORTS, GET ALERTS, and DOWNLOAD REPORTS. On the far left, there is a vertical red button labeled 'Share This +'. The main content area features a warning icon and text: '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.' Below this is a blue link: 'Click on map icons to see local reports'. A map of Libya is shown with various locations labeled, including Tripoli, Misratah, Benghazi, and others. To the right of the map is a 'CATEGORY FILTER [HIDE]' menu with the following options: All Categories (red square), Internal :: Sources (grey square), Events :: Armed Confrontations (black square), Events :: Attacks on Protected Persons (yellow square), Events :: Attacks on Protected Objects (purple square), Events :: Explosive Remnants of War (blue square), Needs (light blue square), Response (green square), Events :: Mass Displacements (orange square), and Internal :: Verification (dark green square).

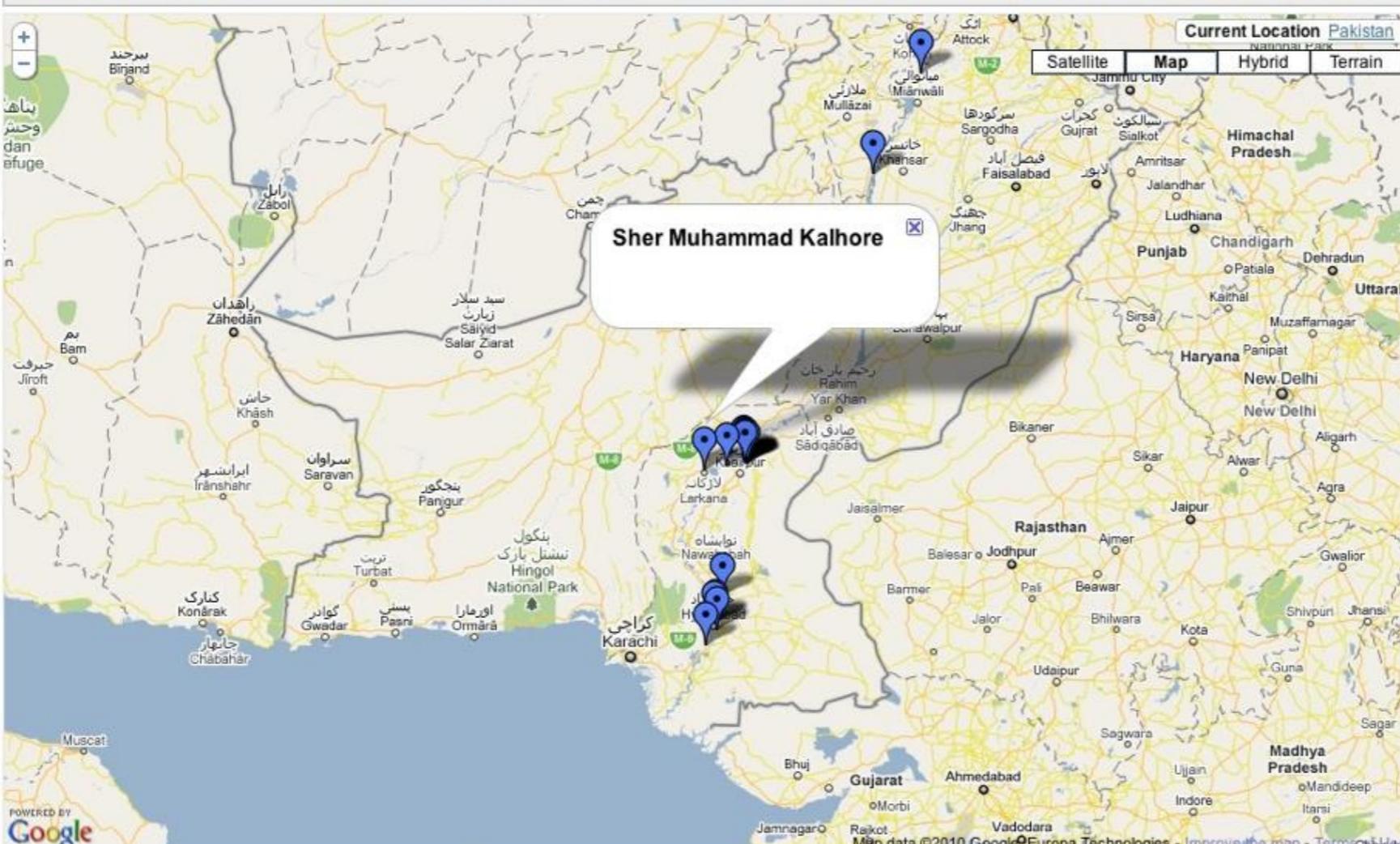
Learning, from Pakistan

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  Less

© PDC 08/09/2010

- 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 © PDC
- 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 shows a screenshot of a Twitter search results page for the query "Cairo coptic". The page is displayed on a desktop browser. At the top, the Twitter logo and navigation links (Home, Profile, Messages, Who To Follow) are visible. The search bar contains the text "Cairo coptic". Below the search bar, there are links for "Back to Home" and "Save this search". The main content area is titled "Results for Cairo coptic" and shows a list of tweets. The first tweet is from AJEnglish, reporting on chaos in Cairo over a Coptic protest. The second is from darkpolitweeter, linking to an article about a crackdown on Coptic protests. The third is from TimothyBiassetto, reporting on at least 23 deaths in Cairo. The fourth is from abcreligion, reporting on 17 bodies in a morgue. The fifth is from Ikhwanweb, reporting on Egyptians and Christians donating blood. The sixth is from BreakingNews, reporting on an attack on a Coptic hospital. On the right side, there are sections for "People results for Cairo coptic", "Top images", "Top videos", and "Trends: Worldwide".

twitter Home Profile Messages Who To Follow sanjanah

← Back to Home [+ Save this search](#)

Results for Cairo coptic

Tweets · [Top](#) [Refine results](#)

AJEnglish Al Jazeera English
Chaos in **Cairo** over **Coptic** protest aje.me/qS7QYe
9 hours ago

darkpolitweeter 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

TimothyBiassetto Timothy Biassetto
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...

SarraGabriel_ 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 Crowdfsource The World

HOME

PROJECTS

ABOUT

TECHNOLOGY

NEWS

CONTACT

BLOG

JOBS



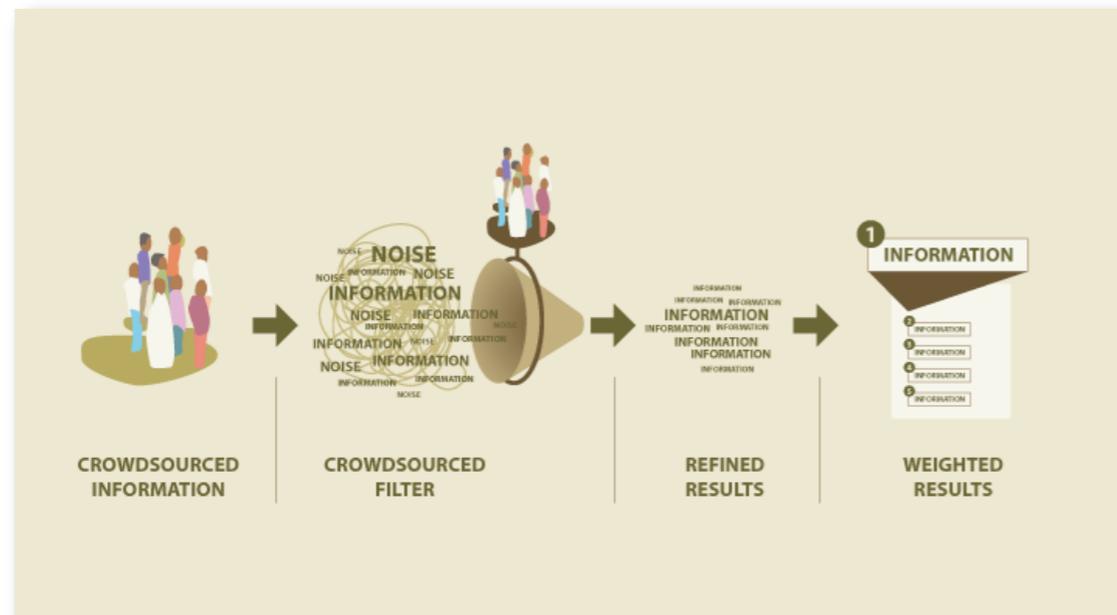
What is Crowdsourcing?

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.

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.

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.

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 ---

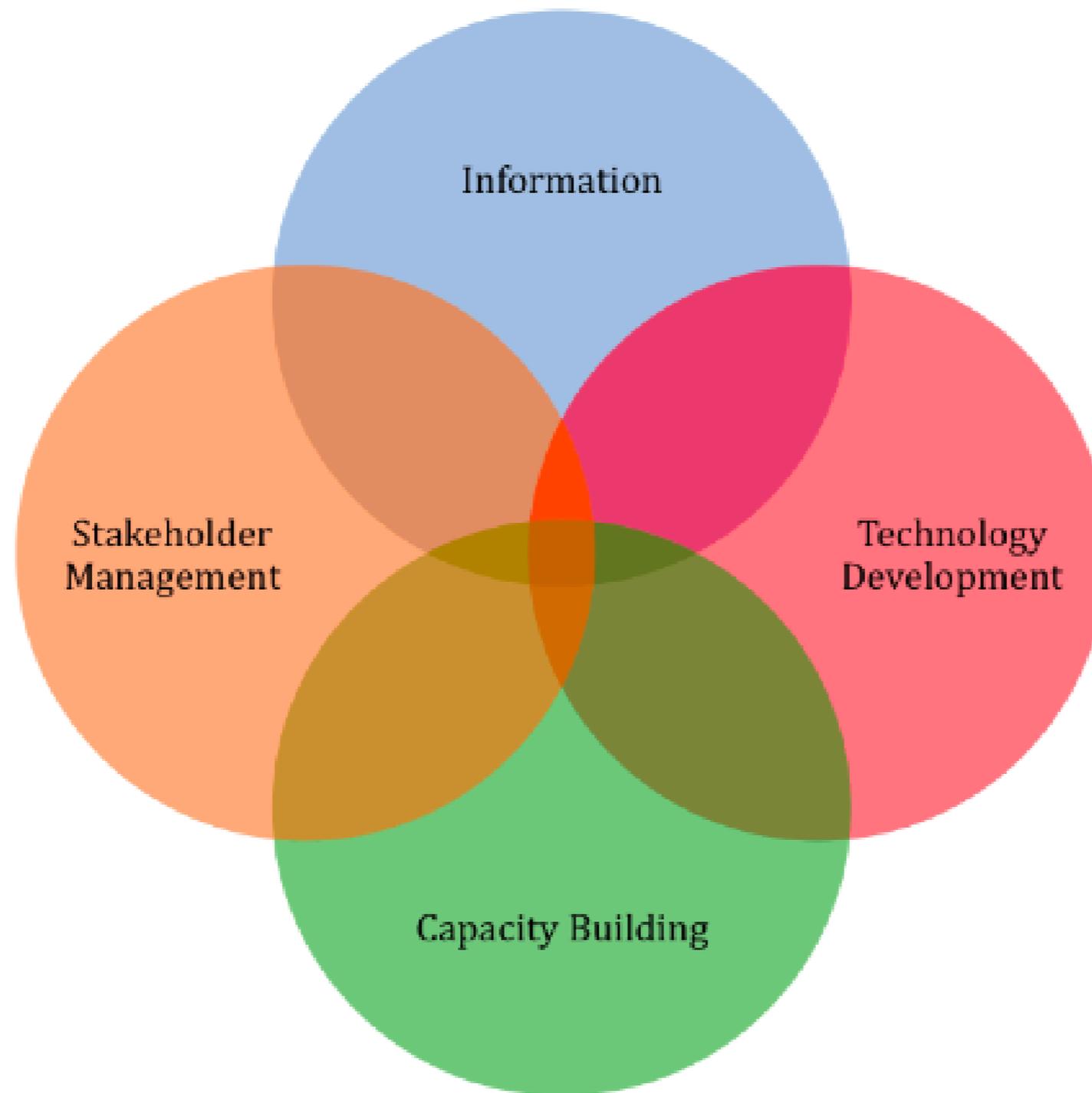
Information Probability

- ✓ --- 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
 no file selected

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



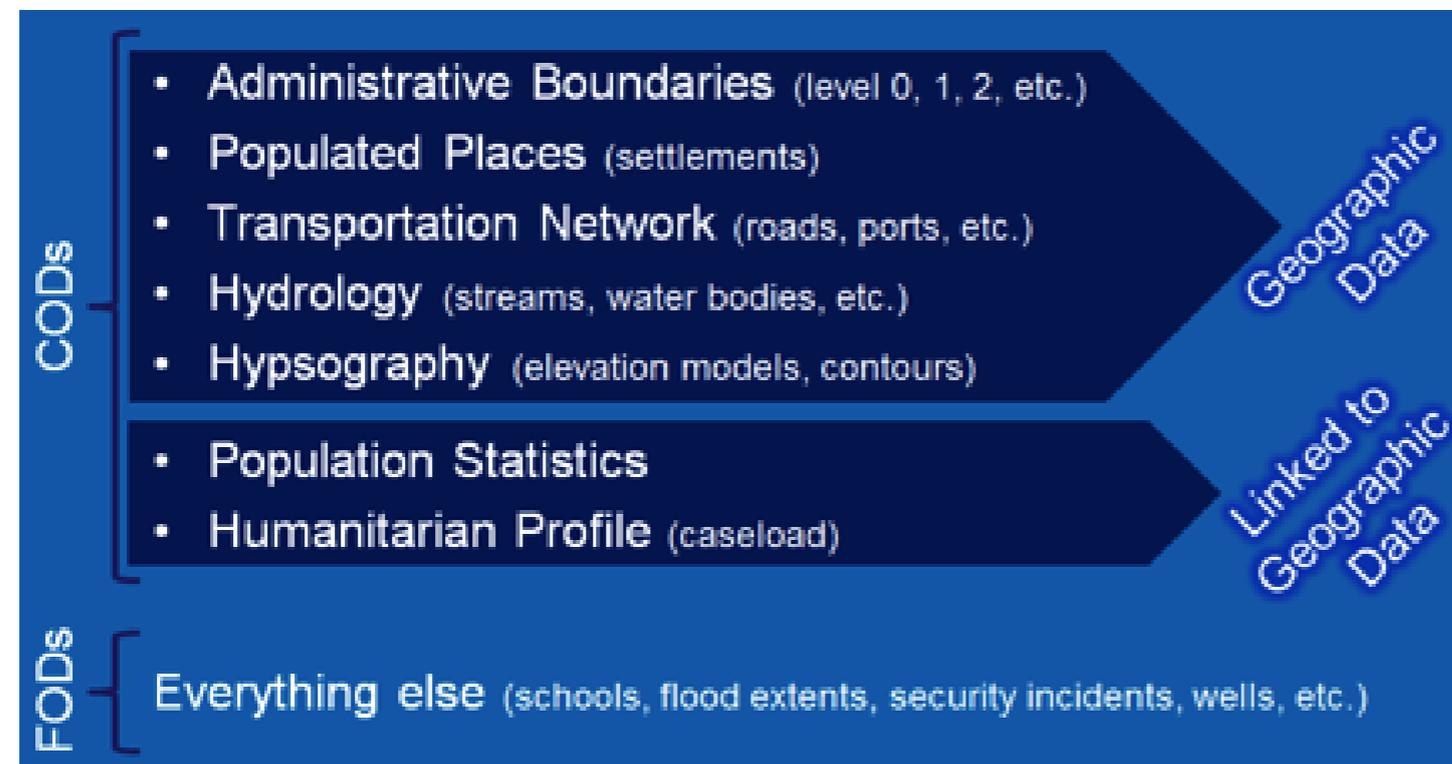
About the Common and Fundamental Operational Datasets

[View the tutorial videos](#) [#] 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.

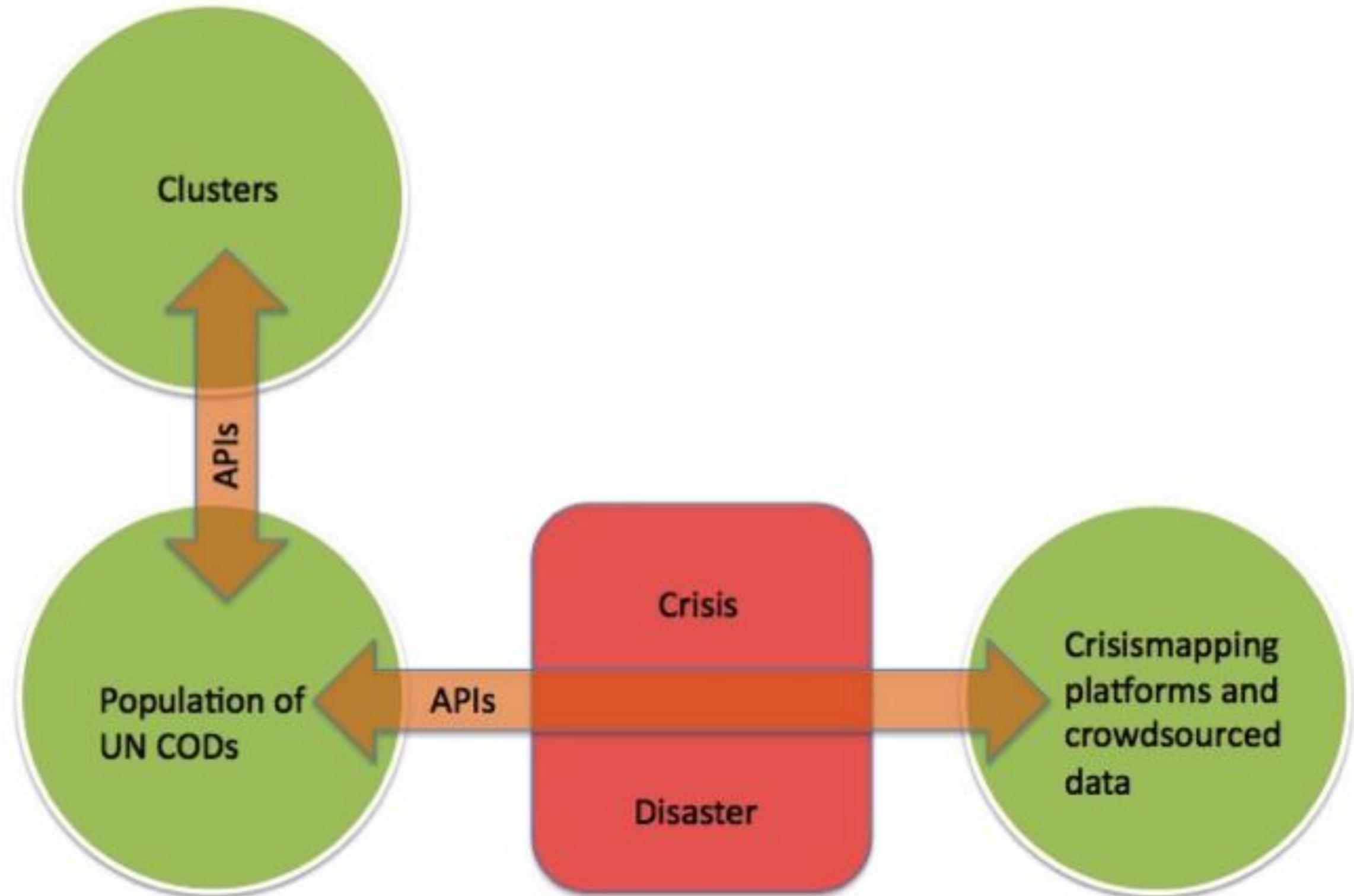
The **Fundamental Operational Datasets (FODs)** are datasets that are relevant to a humanitarian operation, but are more specific to a particular sector or otherwise do not fit into one of the seven COD themes.



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

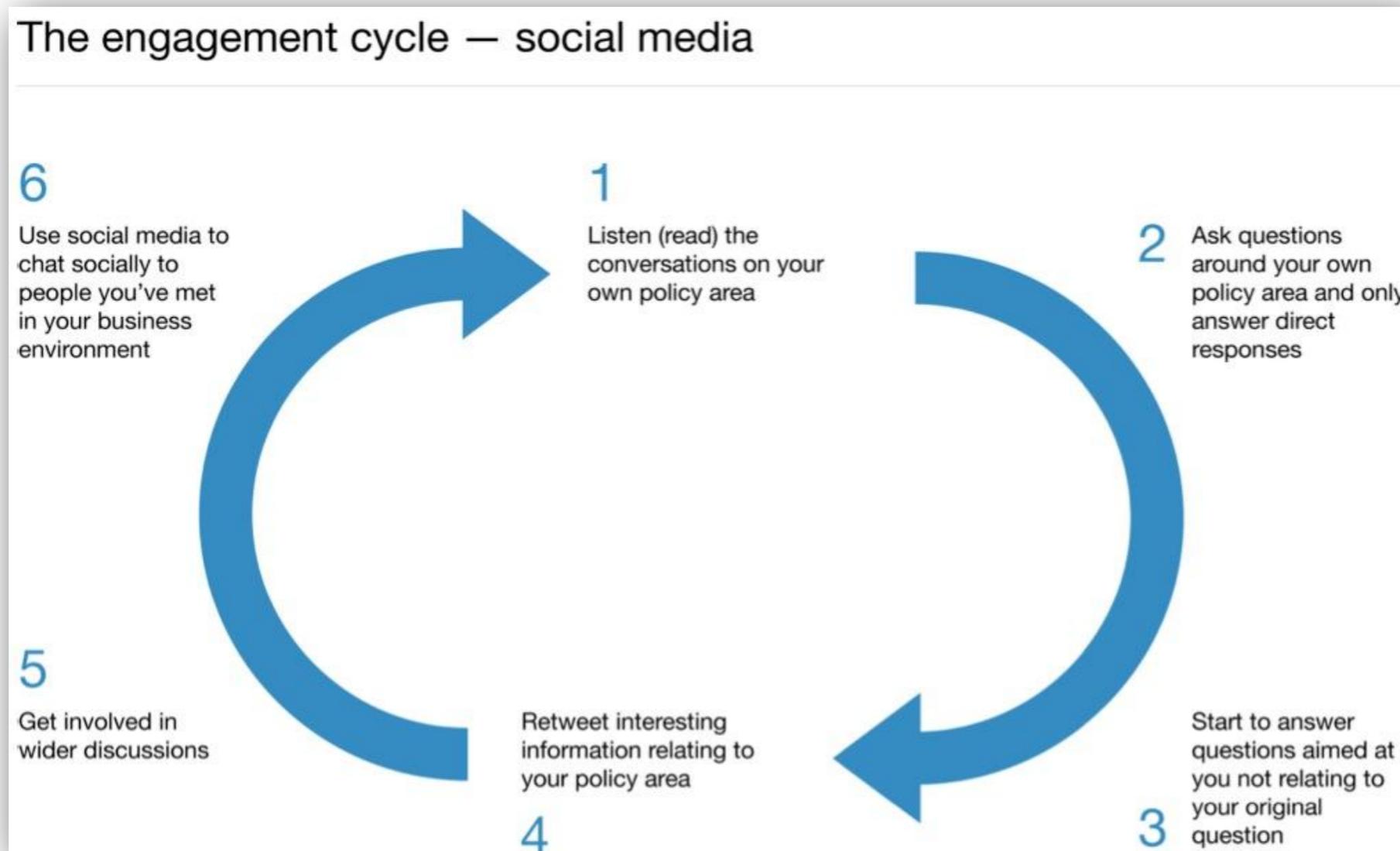
Monitor

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"> Understand how opinion is forming Identify gaps in service delivery Identify service users'/audience's information needs Understand how stakeholders are related 	<ul style="list-style-type: none"> Situational awareness Increase understanding of nature and range of commentary 	<ul style="list-style-type: none"> Monitoring tools are emerging, and standards of practice have yet to be formed Debate may be unrepresentative 	Should supplement, not replace, other media monitoring and stakeholder activity	Civil Defence monitored Twitter conversations after earthquakes in Christchurch twitter.com/nzcivildefence

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

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	5.1 Get Involved online consultation toolkit	9
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10	Accounting for policy and legislative requirements	14
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Follow the Leaders!

The image shows a screenshot of the AFP E-Diplomacy Hub website. The background is a dark blue color with a faint, light blue map of the world. At the top right, there is a language selector: "ENGLISH | FRENCH". In the center, the AFP logo (a globe with a grid) is followed by the text "e-diplomacy". Below this, there is a horizontal navigation menu with the following items: "MAP", "COUNTRIES", "PEOPLE", "HOT SPOTS", "LINKS", and "CONFLICTS". The main heading is "THE E-DIPLOMACY HUB" in large, bold, white capital letters. Below the heading is the subtitle "TWITTER & FOREIGN POLICY: DIGITAL DIPLOMACY IN ACTION" in a smaller, white, sans-serif font. At the bottom, there is a blue button with the text "ACTIVATE YOUR TWITTER ACCOUNT" in white, flanked by two white Twitter bird icons. To the right of the button is a small white information icon (an 'i' in a circle).

thank you

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