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# Social Media for Emergency Management

OECD/IRGC Workshop

Risk and Crisis Communication: Opportunities and Challenges of Social Media

June 29, 2012

# Multiple Jurisdictions with EM Roles



15+ Federal, 13 Provincial / Territorial, 100s of local  
Emergency Management Organizations (EMOs)

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# Communications Interoperability – National Approach



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**Our responsibilities**

- Emergency management
- National security
- Crime prevention
- Law enforcement policy
- Corrections policy

**The Department**

- Our Minister
- About us
- Newsroom
- Media advisories
- Publications

**Services**

- RSS Feeds
- Cyber tracking

## Communications Interoperability Strategy and Action Plan for Canada

To improve public safety through efficient and effective emergency response, the *Communications Interoperability Strategy for Canada* and its supporting *Action Plan* was developed by federal, provincial and territorial officials and technology experts from the first responder community. Whether emergencies are handled locally under the authority of one jurisdiction, or large in scale involving several levels of jurisdiction, communications interoperability is a critical need for first responders whether in response to a major incident, routine operations or providing a coordinated response to daily events.

The *Communications Interoperability Strategy for Canada* and its supporting *Action Plan* sets goals and identifies key national priorities to enhance governance, planning, technology, training and exercises which promote interoperable voice and data communications for emergency responders, both day-to-day and during national emergencies.

The Strategy provides a framework for jurisdictions within Canada to identify and strengthen communications interoperability capabilities. Through the development of common technical standards and standard operating procedures which can be used every day, we can enhance the safety of emergency personnel and improve the overall response effort to larger, more complex emergencies.

-Sets goals and identifies priorities to promote interoperable voice and data communications for responders and emergency managers

-Agency-Agency information exchange (MASAS)

-Public Alerting

-700MHz Spectrum

-Emergency Communications Interoperability with U.S.



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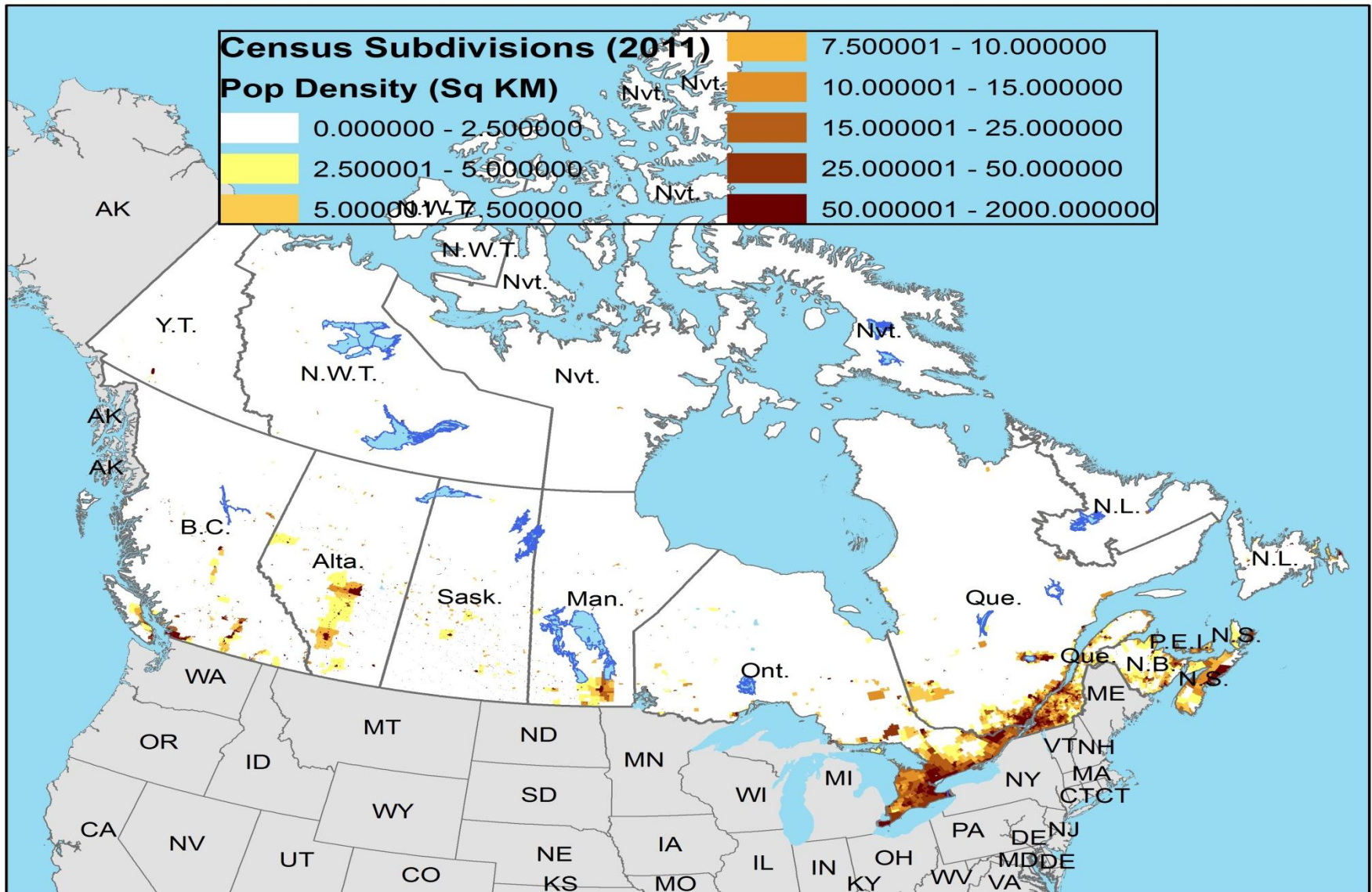
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# Population Proximity to the United States



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# Canada-U.S. Policy to be Developed



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## *Beyond the Border Action Plan*



Page 25: “The second working Group will focus on cross-border interoperability as a means of harmonizing cross-border emergency communications efforts. It will pursue activities that promote the harmonization of the Canadian Multi-Agency Situational Awareness System with the United States Integrated Public Alert and Warning System to enable sharing of alert, warning, and incident information to improve response coordination during binational disasters.”



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## Canada's online population continues to lead in engagement



Location	Total Unique Visitors (000)		Average Hours/Visitor		Average Pages/Visitor		Average Visits/Visitor	
	Q4 2010	Q4 2011	Q4 2010	Q4 2011	Q4 2010	Q4 2011	Q4 2010	Q4 2011
World-Wide	 1,314,031	1,438,302	23.1	24.4	2,133	2,370	53.0	56.0
China	 287,451	330,817	13.5	13.8	1,238	1,391	38.6	38.2
United States	 181,239	187,869	35.3	40.3	2,953	3,566	80.9	89.7
Japan	 72,913	73,450	18.4	21.2	1,928	2,266	43.8	52.1
Russian Federation	 45,692	52,491	21.8	24.6	2,704	2,729	52.9	57.4
Germany	 49,257	50,856	24.1	25.5	2,858	2,943	60.0	62.5
India	 41,170	46,391	11.9	12.8	1,089	1,209	30.6	31.8
Brazil	 39,335	45,740	25.8	27.7	2,089	2,166	56.5	57.0
France	 41,827	42,823	26.6	28.1	2,752	2,882	68.7	71.8
United Kingdom	 38,581	37,462	32.3	37.1	2,883	3,419	69.4	82.1
South Korea	 30,155	30,837	27.7	31.2	4,093	3,983	50.1	57.9
Italy	 22,617	24,226	16.8	18.5	1,696	2,020	40.4	43.8
Canada	 22,945	23,594	43.5	45.6	3,349	4,014	95.2	101.7



© comScore, Inc. Proprietary.

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Source: comScore, Inc., Media Metrix, Home & Work, Persons: 15+, 3 Mo. Avg. Q4 2010 & Q4 2011

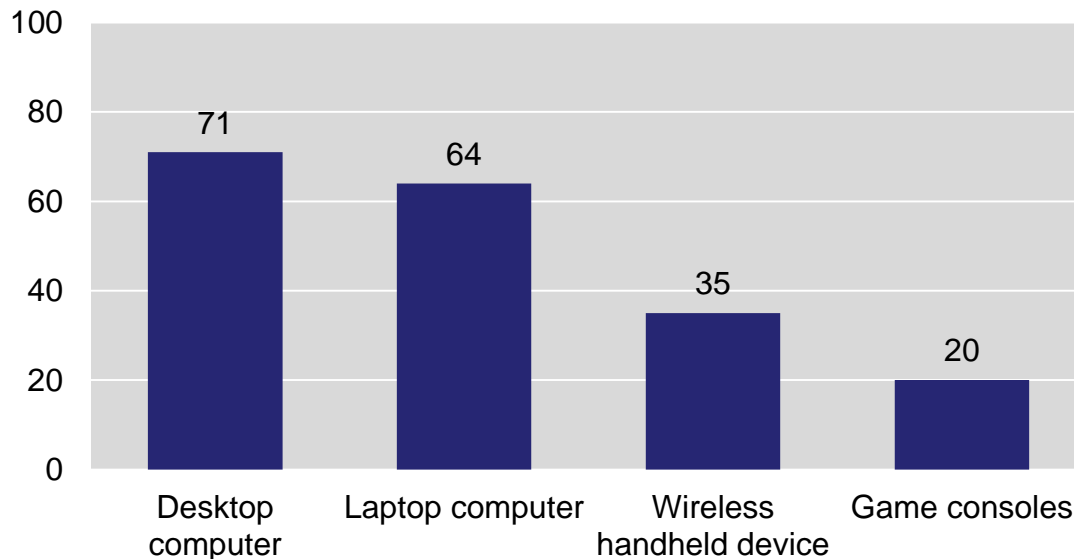


# ...and Wireless Canada



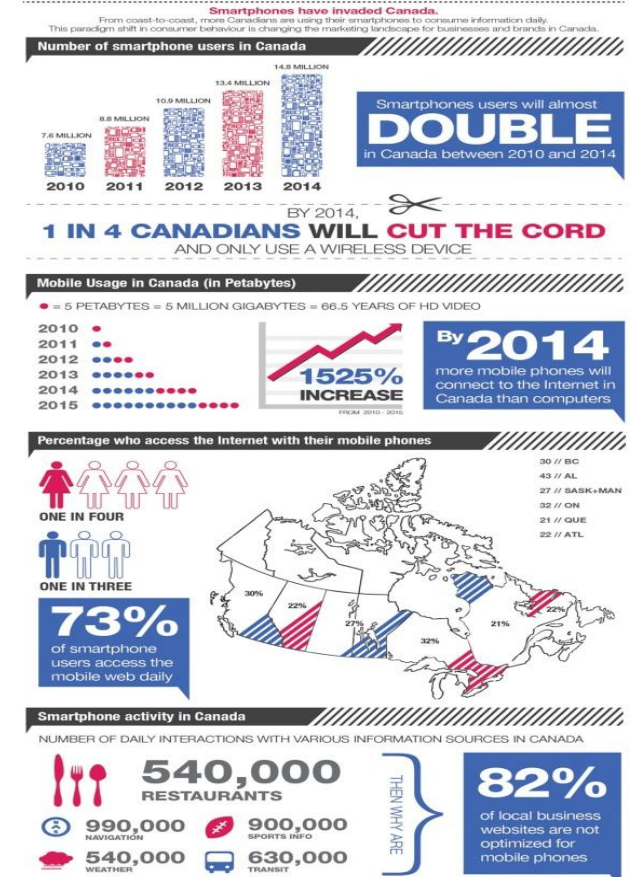
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**Chart 2: Penetration rate of selected devices used to connect to the internet**  
Canadian households with internet access, 2011, %



Source: Statistics Canada, Canadian Internet Use Survey, 2011

## CANADIAN **MOBILE** USAGE **ON THE RISE**



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**brick & mobile**  
www.brickandmobile.com



# Canadians are power users of social media



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**18,500,000**

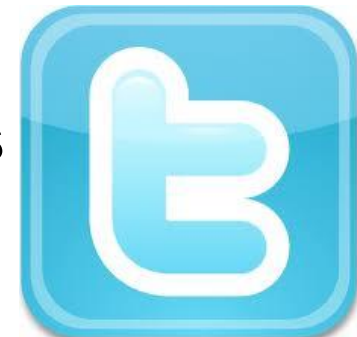


**USERS (54 % of Population)**



**Per capita consumption of  
video No. 1 in the world**

**20% have Twitter accounts**

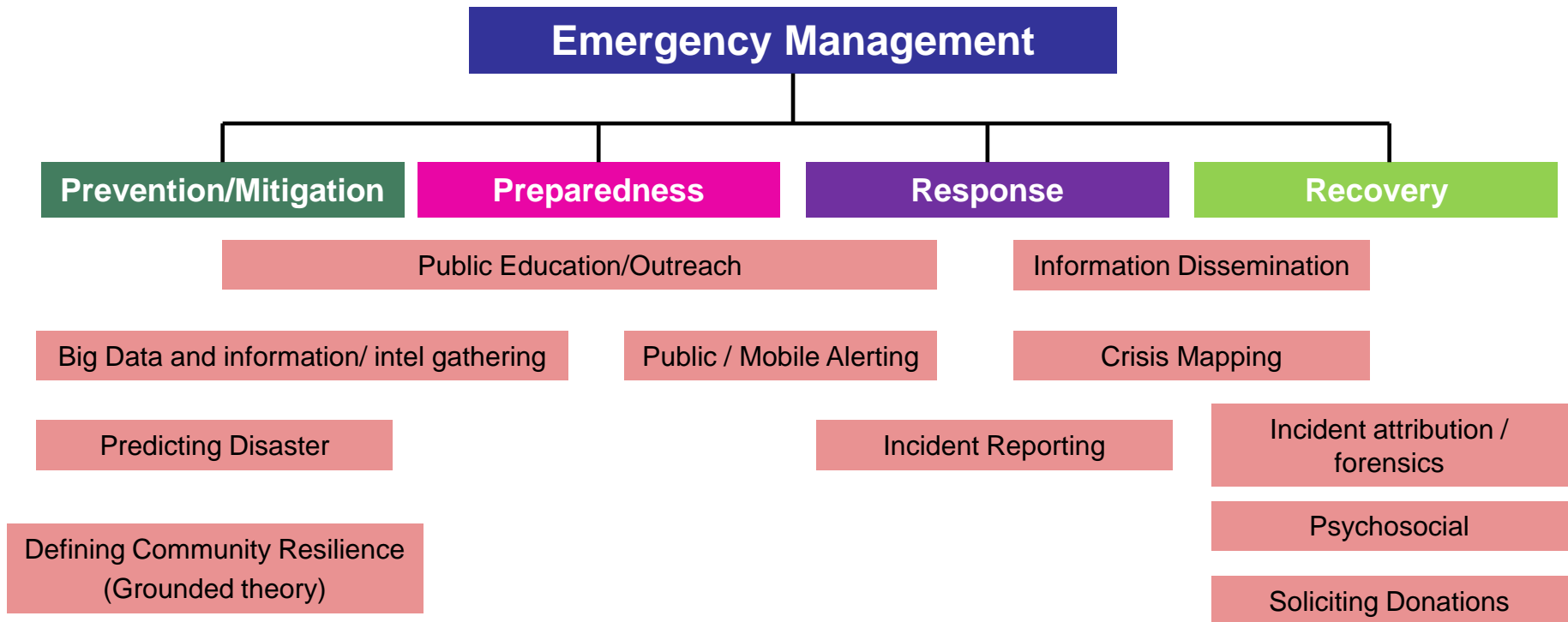




# Recognizing social media applications span the EM pillars



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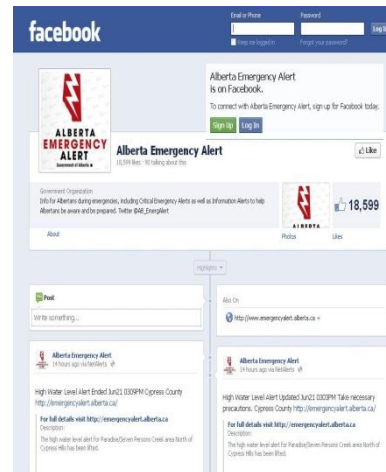
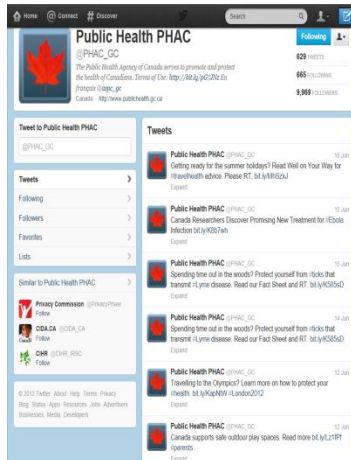
# SMEM Practices – Where we are...



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## Current Usage Primarily for Preparedness and Response

(Push Out of info)



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- Developed a strategy to use Twitter & consulted broadly within the Department (privacy, official languages, legal, IT).
- Launched during Emergency Preparedness Week 2010
- Over 3,600 @Get\_Prepared / @Preparez\_Vous followers
- Who is following?
  - Businesses and individuals
  - Other government entities (Fed/Prov/Municipal)
  - Stakeholders and their employees/volunteers
  - Parenting/family bloggers and their followers
  - Diverse organizations including NGOs, professional associations, private sector, policing agencies...and more.

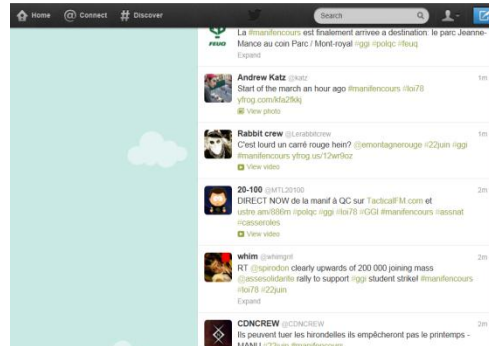


# SMEM Practices – Where we want to go...



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## *Monitoring social media feeds in EM decision-support environments...*



*Without a trusted feed, how do you separate good information from bad?*



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# Recovery: Social media as detective



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Violent demonstrators and rioters are quickly discovering that every phone is a video camera, and every video ends up online. Police services face a similar realization.



**Source:** CBC News



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# Policy issues for current / desired SMEM usage



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- Existing Crisis Communications Policy / SOPs
  - *Social media folded under rules / authorities designed for traditional media*
- Official languages
  - *English the unofficial language of SM?*
- Messaging/Alerting Common Look and Feel
  - *Marrying EM Lexicon to SM Lexicon; Ringing the bell louder when you're not the bell-ringer;*
  - *Does the medium have to be/control the message?*



# Workshop question:



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**What policies could encourage social networking and the use of social media to actively provide relevant, reliable and useful information to support the work of emergency services?**

- **Extending current volunteer policy for SM users**
  - if ham radio volunteers during crises, why not SM mappers?*



# Thank you



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*THANK YOU*



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