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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

Canada

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

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Communications Interoperability – National Approach

-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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Census Subdivisions (2011)
Pop Density (Sq KM)

0.000000 - 2.500000	7.500001 - 10.000000
2.500001 - 5.000000	10.000001 - 15.000000
5.000001 - 7.500000	15.000001 - 25.000000
	25.000001 - 50.000000
	50.000001 - 2000.000000
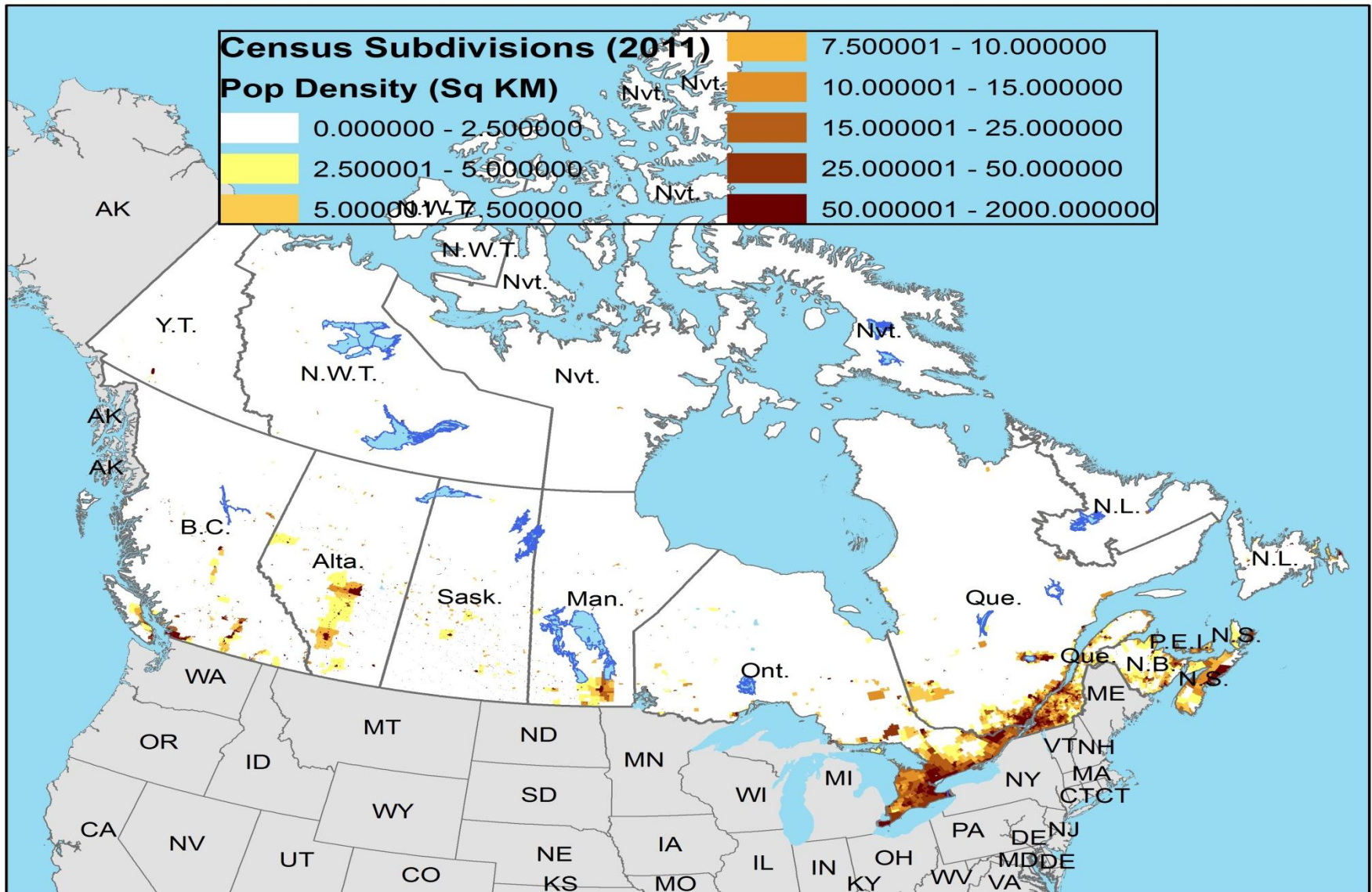
Canada-U.S. Policy to be Developed

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

Canada's online population continues to lead in engagement

Location		Total Unique Visitors (000)		Average Hours/Visitor #1		Average Pages/Visitor #1		Average Visits/Visitor #1	
		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. © comScore, Inc. Proprietary.

6

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

...and Wireless Canada

Chart 2: Penetration rate of selected devices used to connect to the internet
Canadian households with internet access, 2011, %,
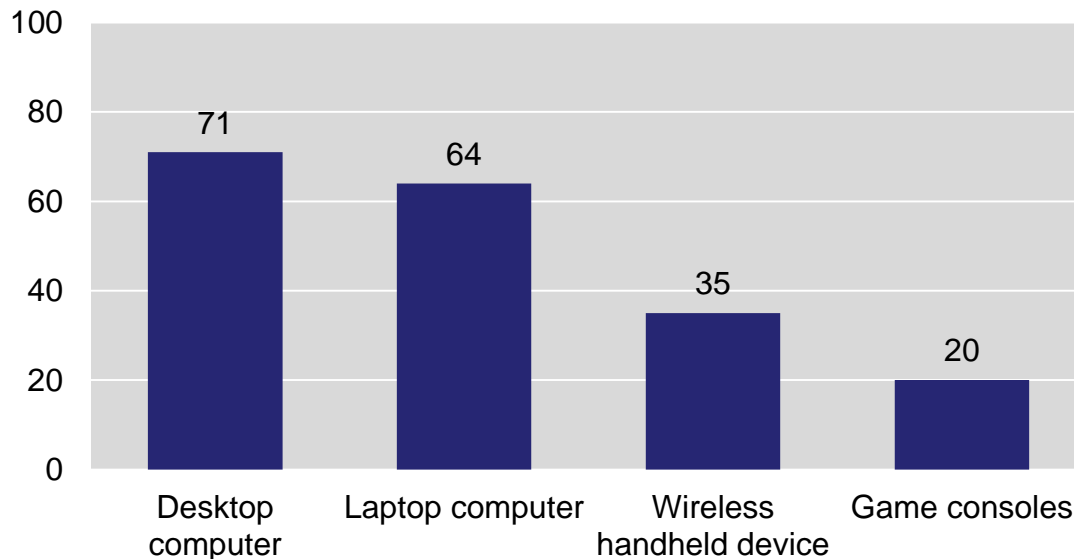
Source: Statistics Canada, Canadian Internet Use Survey, 2011
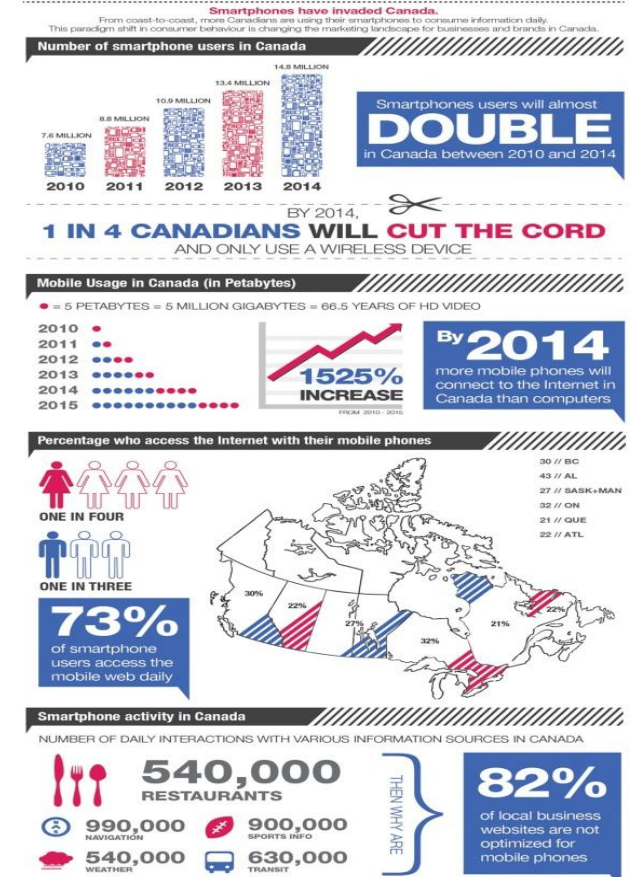
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BUILDING A **SAFE** AND **RESILIENT CANADA**

18,500,000 **USERS (54 % of Population)**

 Per capita consumption of video No. 1 in the world

20% have Twitter accounts
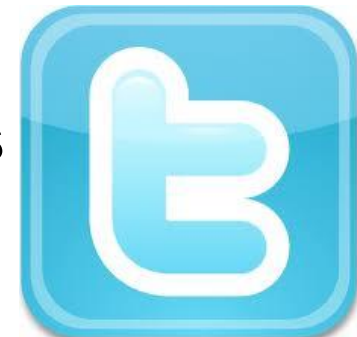
Recognizing social media applications span the EM pillars

Emergency Management

Prevention/Mitigation	Preparedness	Response	Recovery

Public Education/Outreach

Information Dissemination

Big Data and information/ intel gathering

Public / Mobile Alerting

Crisis Mapping

Predicting Disaster

Incident Reporting

Incident attribution / forensics

Psychosocial

Defining Community Resilience (Grounded theory)

Soliciting Donations
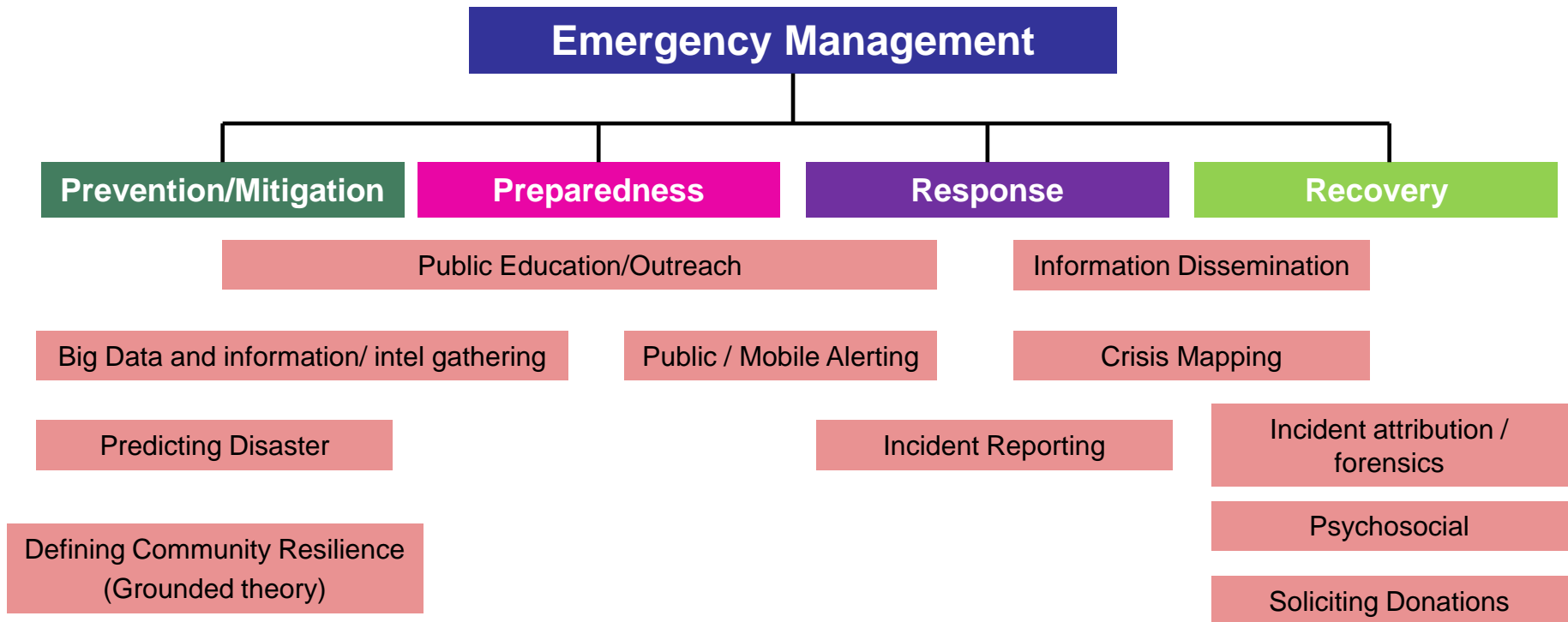
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Current Usage Primarily for Preparedness and Response

(Push Out of info)
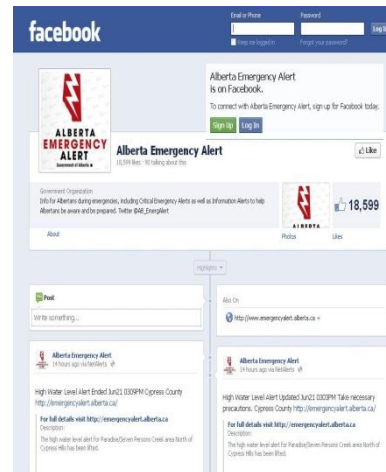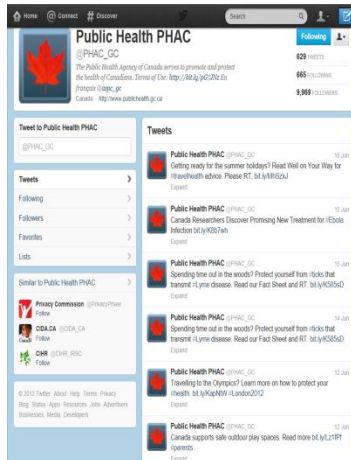
@Get_Prepared / @Preparez_Vous

- 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.
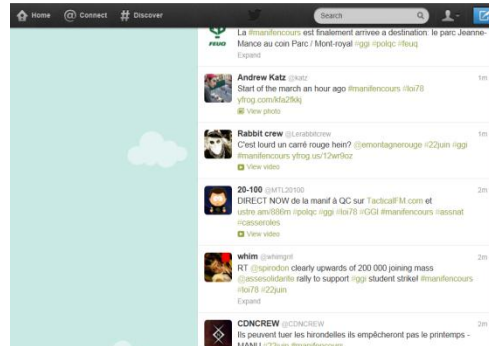
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Monitoring social media feeds in EM decision-support environments…

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

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

- 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?*

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?

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THANK YOU