

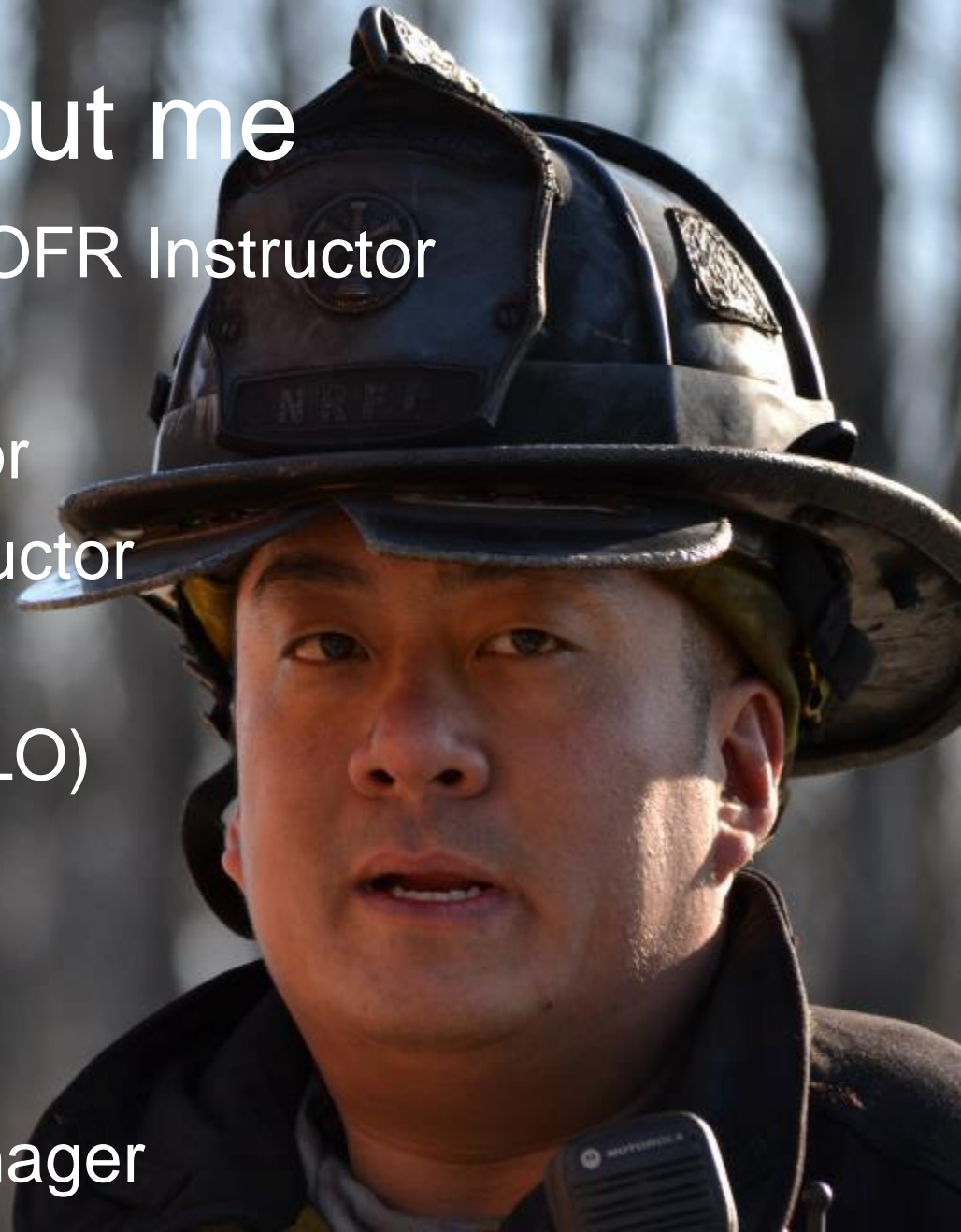
Crisis Communications and *Corralling the Media

[#countyconf2016](#)

Kevin T. Sur
Twitter: @rusnivek

About me

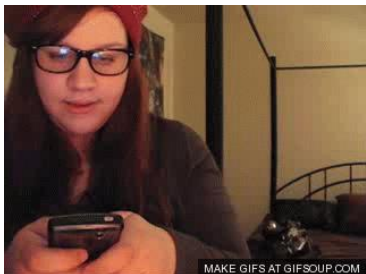
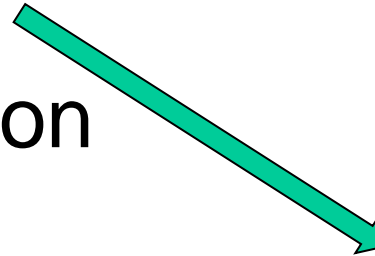
- IMT OSC/PSC/LSC/LOFR Instructor
- NIMS ICS Instructor
- Repeat FDIC Instructor
- National Rescue Instructor
- DHS/FEMA Instructor
- Intelligence Officer (TLO)
- FEMA MCP / MTPE
- FEMA Tech Info Spec
- USAR Plans Officer
- DHS Plans Team Manager



Overview

#countyconf2016

- Communications
- Social Media
- Case studies
- Crisis Communications
- Questions and Discussion



Definition

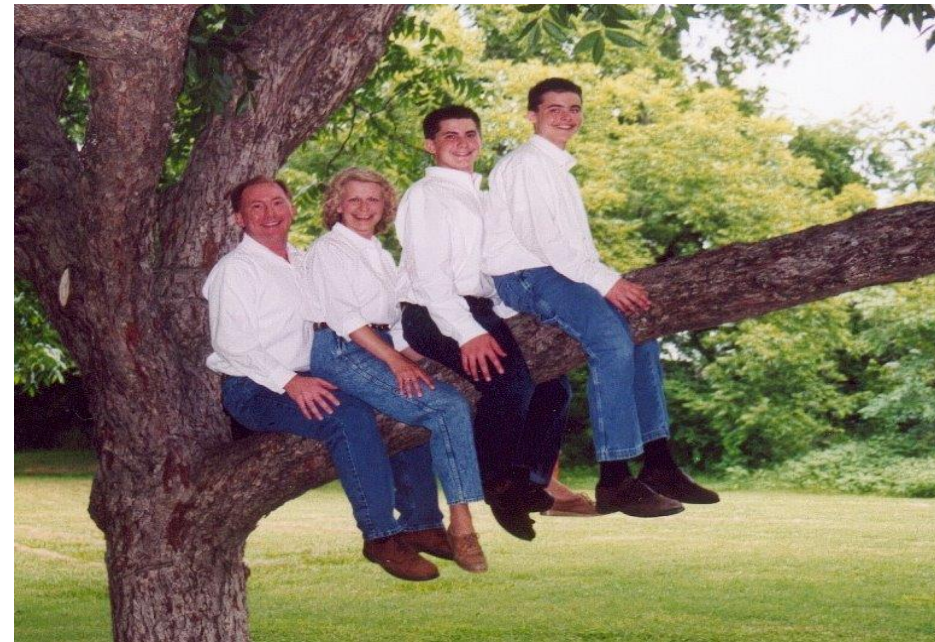
#countyconf2016

- Social media includes web-based and mobile technologies used to turn communication into interactive dialogue



Christmas newsletter

- It has been such a busy year...
- ...but the most up to date information
- ...with commentary
- ...with locations
- ...and pictures
- ...24/7/365



#countyconf2016

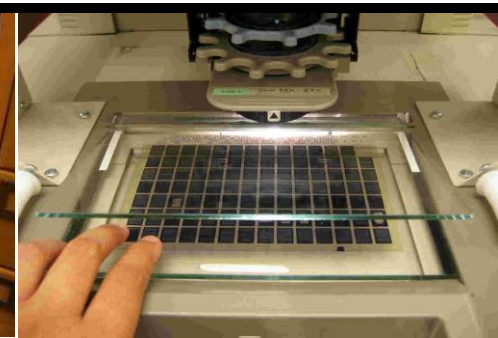
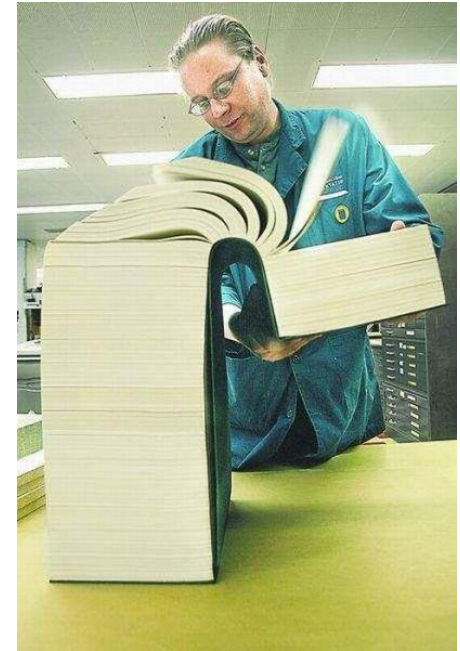
All of them?!?!?



#countyconf2016

Need the info!

- Library
- Encyclopedia
- Card catalog (Microfiche)
- Computer / Internet
- Phone / Smart phone



Technology is changing life



SM Tip: Technology has changed all of us.

2017 Socialnomics video

Erik Qualman

Pew Research Findings 2015

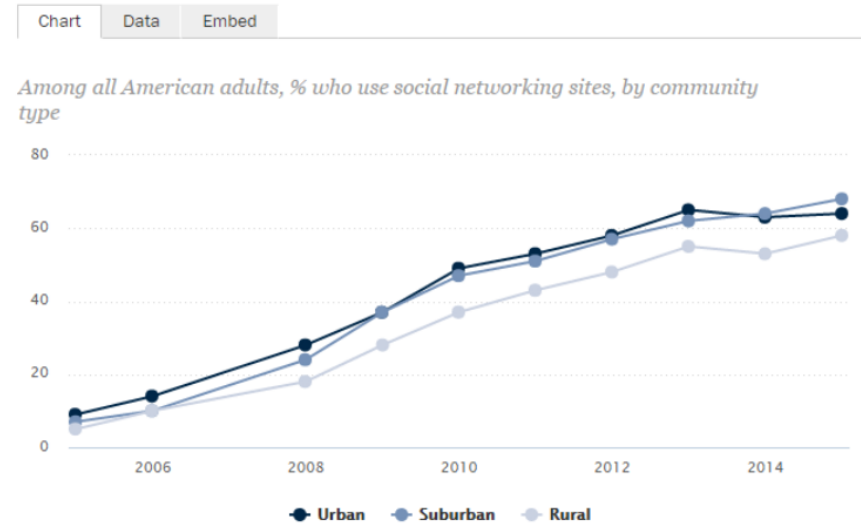
#countyconf2016

- 10% growth in 2013-2014 (Pew Research)
 - 42% of adults use multi-platforms
 - 52% of adults use multi-platforms
- Young adults ages 18-29 use
 - 53% Instagram
 - 49% Instagram (multiple times a day)
- 70% users on Facebook engage
 - 45% of users engage multiple times a day

Who is on Social Media?

- Rural vs Urban
 - Growth rates same
- Men vs Women
- Cultural differences

Rural Citizens Have Consistently Lagged Behind



#countyconf2016



PewResearch Internet @pewinternet

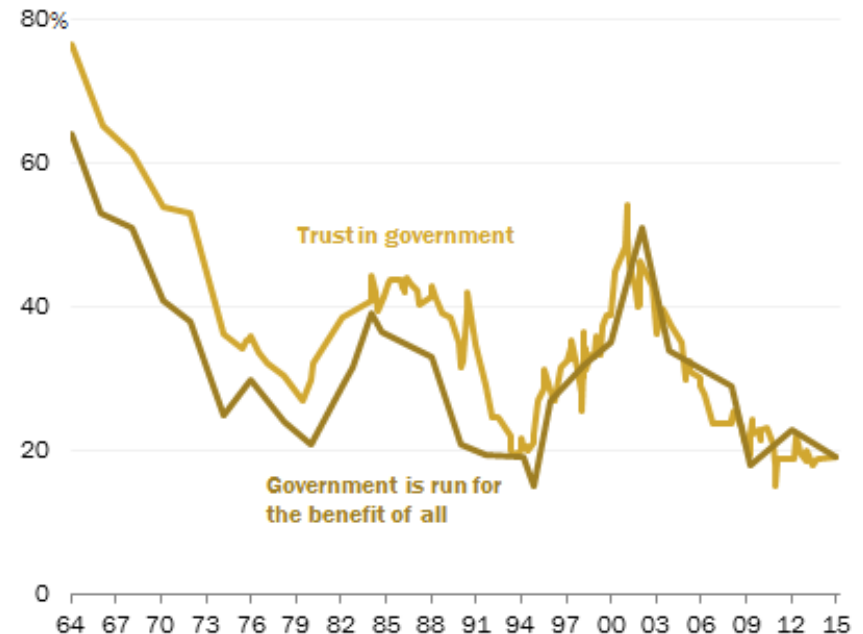
8m

58% of rural residents, 68% of suburban residents & 64% of urban residents use social media pewrsr.ch/1jcpTKI

Trust The Government?

- We.
- Must.
- Improve.

Trust in government and perceptions of government fairness



Survey conducted Aug. 27-Oct. 4, 2015. Q15. Trust trend sources: Pew Research Center, National Election Studies, Gallup, ABC/Washington Post, CBS/New York Times, and CNN Polls. Trend line represents a three-survey moving average.

Government fairness trend sources: National Election Studies and CBS/New York Times polls. Annual means calculated for years with more than one poll.

PEW RESEARCH CENTER

February 2011

Social Media Specialist Gloria Huang



twitter

Home Profile Find People Settings Help Sign out

Ryan found two more 4 bottle packs of
Dogfish Head's Midas Touch beer....
when we drink we do it right

#gettngslizzerd

15 minutes ago via HootSuite

Retweeted by 18 people

Reply Retweet



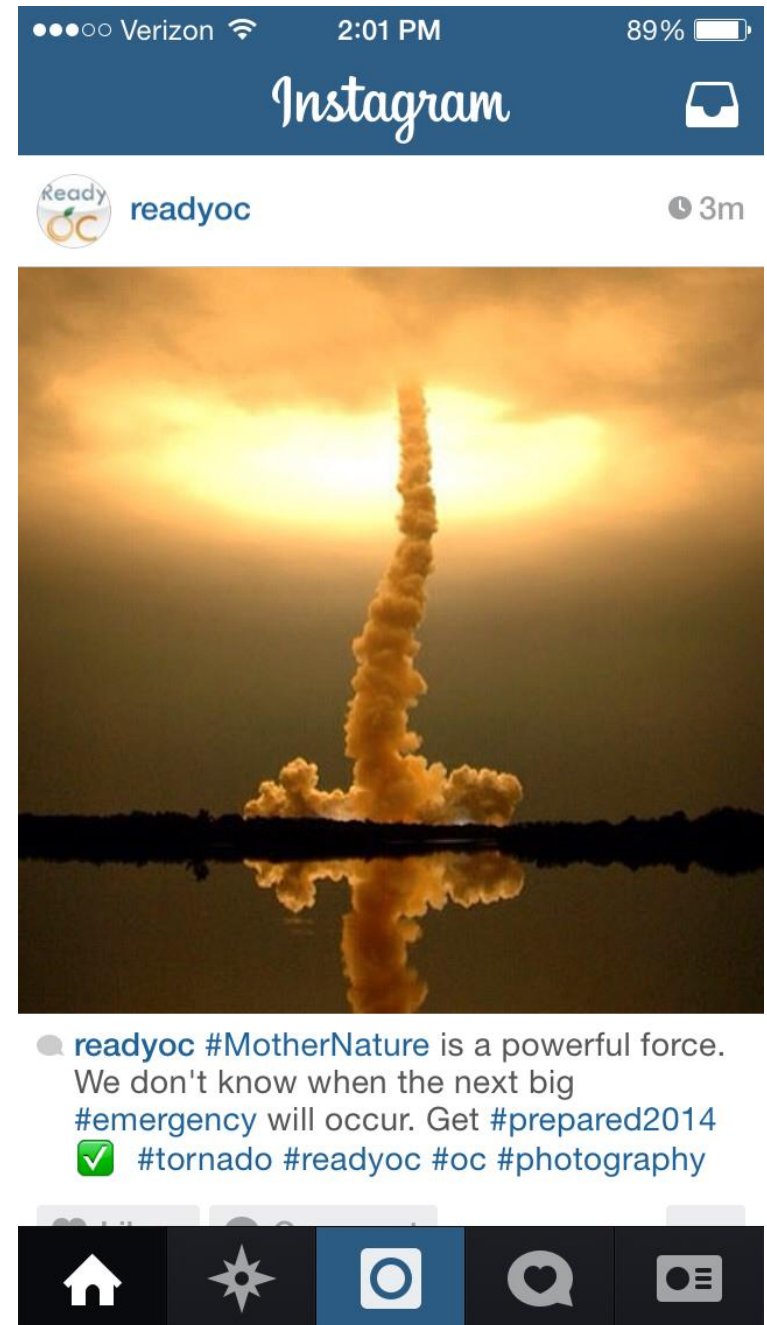
RedCross
American Red Cross



- Tweet taken down w/in 60 min
- Numerous users saw / RT the inappropriate mistake
- “We’ve deleted the rogue tweet but rest assured the Red Cross is sober and we’ve confiscated the keys”

Tornado?

- Mother nature?
- Tornado vs ICBM
- Picture source



#countyconf2016

American
Apparel

americanapparel  plzstic 

Source: truangles



#Smoke #Clouds

11,004 notes



CIA

#countyconf2016



CIA 
@CIA



We can neither confirm nor deny
that this is our first tweet.

2014-06-06, 12:49 PM

Twitter

- Pre-scripted messages
- Planning?
- Voice?



Cleveland Police
@CLEpolice

#countyconf2016

SWAT is having the kind of day where they encounter alligators on a call up. We've all been there.



12/17/15, 13:14



#countyconf2016

Other helpful tips...

- Time your posts



- Engagement! Quality not quantity


SM Tip: Be human. Be social.

DeJesus-Berry-Knight case (May 2013)



The image is a screenshot of a Twitter post from the Cleveland Police (@CLEPolice) account. The tweet, dated 5/6/13 at 7:31 PM, states: "Confirmed Gina DeJesus, Amanda Berry & Michelle Knight found alive, talking, appear to be ok." Below the tweet are icons for Reply, Retweet, Favorite, and More. To the right of the tweet is a video thumbnail showing a man in a dark shirt holding a sign that says "NBC BAY AREA" and "CRISIS COMMS". Below the tweet is a CNN news banner with the text "BREAKING NEWS THREE GIRLS MISSING FOR YEARS FOUND ALIVE IN OHIO Michele Knight also found in a house". The banner also includes the text "PREVENTING SEXUAL ASSAULTS ARRESTED FOR SEXUAL BATTERY" and "5:35 PM PT".

Home @ Connect # Discover Search

 **Cleveland Police**
@CLEPolice

5/6/13 7:31 PM Confirmed Gina DeJesus, Amanda Berry & Michelle Knight found alive, talking, appear to be ok.

Reply Retweet Favorite More

BREAKING NEWS

THREE GIRLS MISSING FOR YEARS FOUND ALIVE IN OHIO
Michele Knight also found in a house

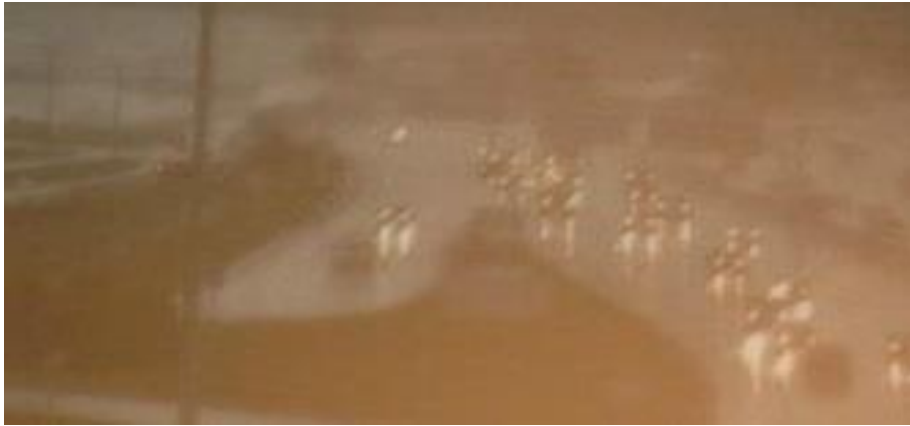
PREVENTING SEXUAL ASSAULTS ARRESTED FOR SEXUAL BATTERY

LIVE CNN

5:35 PM PT

SM Tip: A tweet will beat a press release.

2012 Hurricane Sandy



SM Tip: See it / Believe it.



Other Opportunities

#countyconf2016

- Training/FREE classes
 - G-289: PIO Awareness (OEMA)
 - G-290: Basic PIO (OEMA)
 - PER-304: Social media for natural disasters
- Building relationships now!
 - Internal comms w/ employees
 - External comms w/ audiences
 - PIOs train regularly!



Crisis communications?

- Reported explosion
- First due shows →
- Crisis?
 - 1. What happened?
 - 2. Dangerous?
 - 3. Who's responsible?



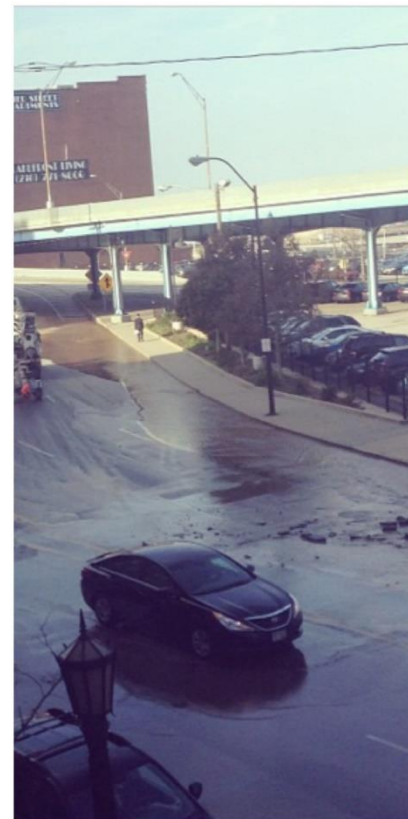
Crisis communications?

- Reported Fire
- E-10 shows →
- Crisis?
 - 1. What happened?
 - 2. Dangerous?
 - 3. Who's responsible?



Crisis communications?

- Reported hole.
- Looked outside →
- Crisis?
 - 1. What happened?
 - 2. Dangerous?
 - 3. Who's responsible?



#countyconf2016

Crisis communications?

- Now is the time to plan
- Cadre of trusted PIOs/PAOs
- Cash in on those favors



“When the dogs of war have been unleashed, this is who you want at your back.” - JFO



Republican National Convention 2016

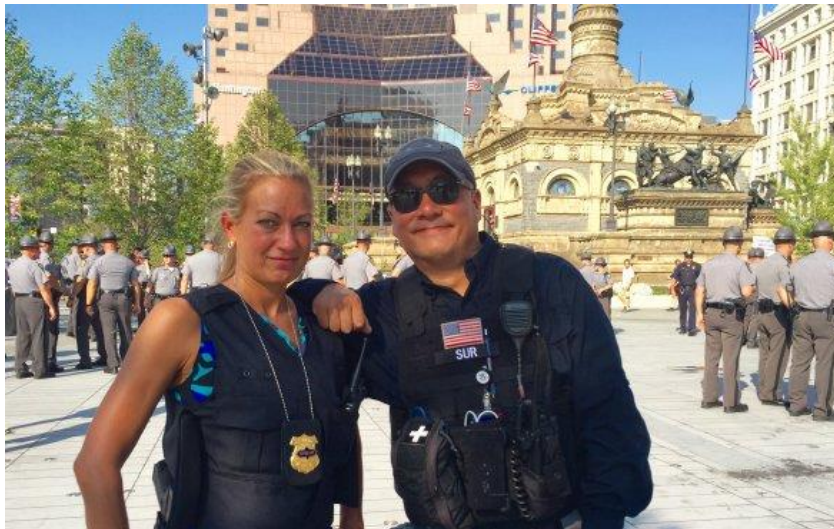
- 2,472 delegates attending, 2,302 alt delegates attending
- 1,200 different events through the week
- 50,000 influx of expected visitors
- 10,867 registered to protest
- No Republican has won the White House without Ohio
- 15,000 national/international media credentialed
- Estimated viewers for Mon-Thrs: 98.4 million viewers
- NSSE: National Special Security Event
- Lead agency: US Secret Service

Republican National Convention 2016



Crisis communications?

- Protesters / Demonstrators
- PIO Trusted partnerships



Crisis communications?

Are
you
ready?





- Twitter
 - @Ohio_EMA / @DisasterCTR / @ReadyGov / @FEMA
 - @rusnivek
- Facebook
 - Ohio Emergency Management Agency
 - rusnivek
- Instagram
 - FEMA
 - rusnivek

Questions and Discussion



Kevin T. Sur
Twitter: @rusnivek
Instagram: rusnivek

Email: sur@kevinsur.com
Facebook: www.facebook.com/rusnivek
Website: www.whereisrusnivek.com