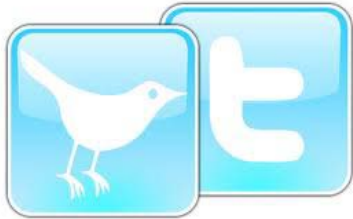# Social Media

DeeDee Bennett
Oklahoma State University

What are Social Media?
(Boyd and Ellison 2007)

- Three characteristics
  - users construct a profile
  - connection made between users and others
  - users are able to view and traverse connections

- Includes:
  - Facebook, Twitter, YouTube, LinkedIn, Flickr

Who Uses Social Media?

- Various Demographics
  - 50- 64 age group doubled in the year 2009 (Pew Research Center 2010)
  - Increase among both 30-49 age group and 65+ (Pew Research Center 2010)
  - 65% of adults use Social Media (Red Cross 2011)
  - Even people with disabilities (Wireless RERC 2010)

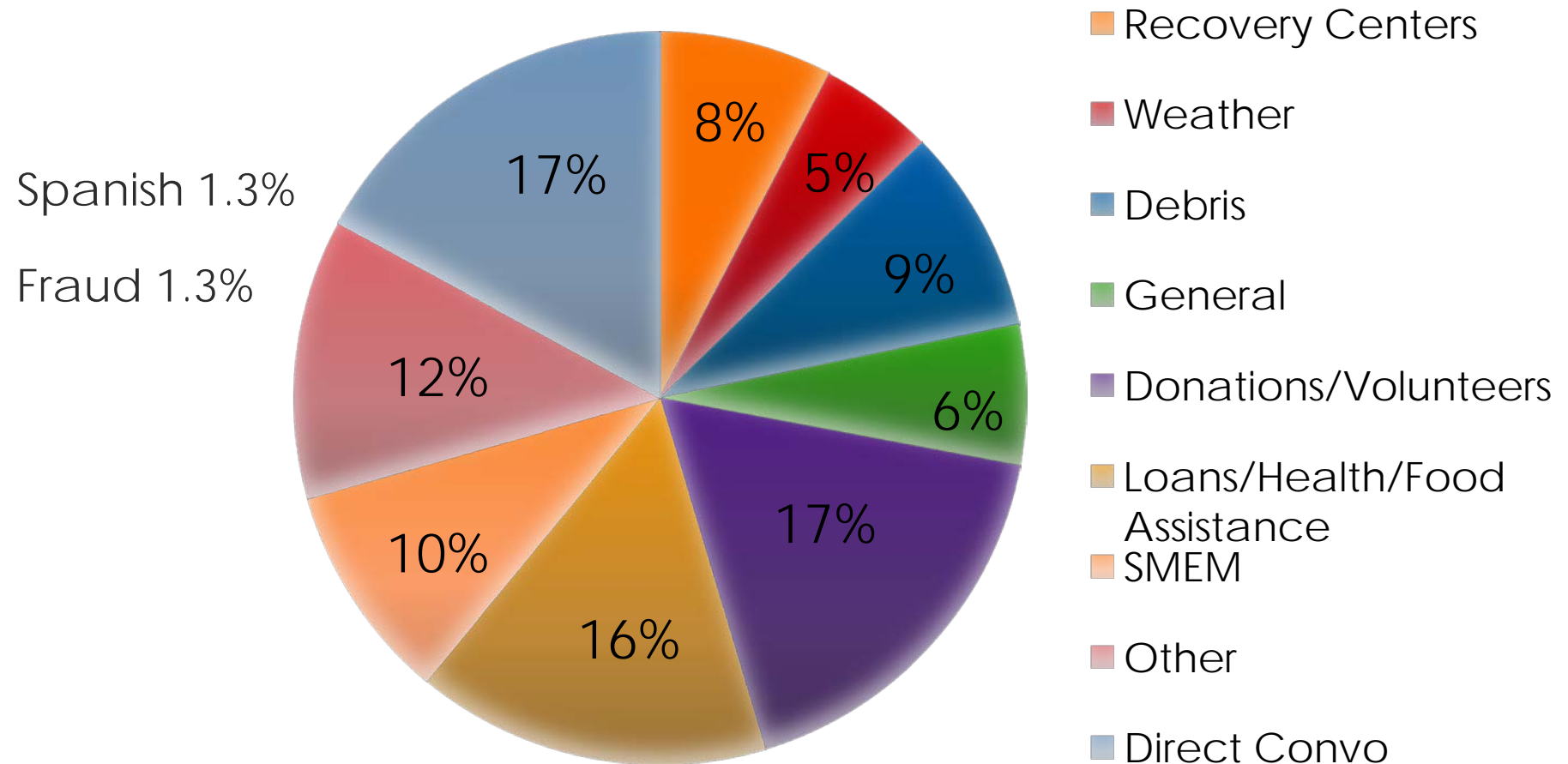- Various Organizations

How are Social Media used in Emergency Management

- Information dissemination

- Locating information

- Tracking loved ones

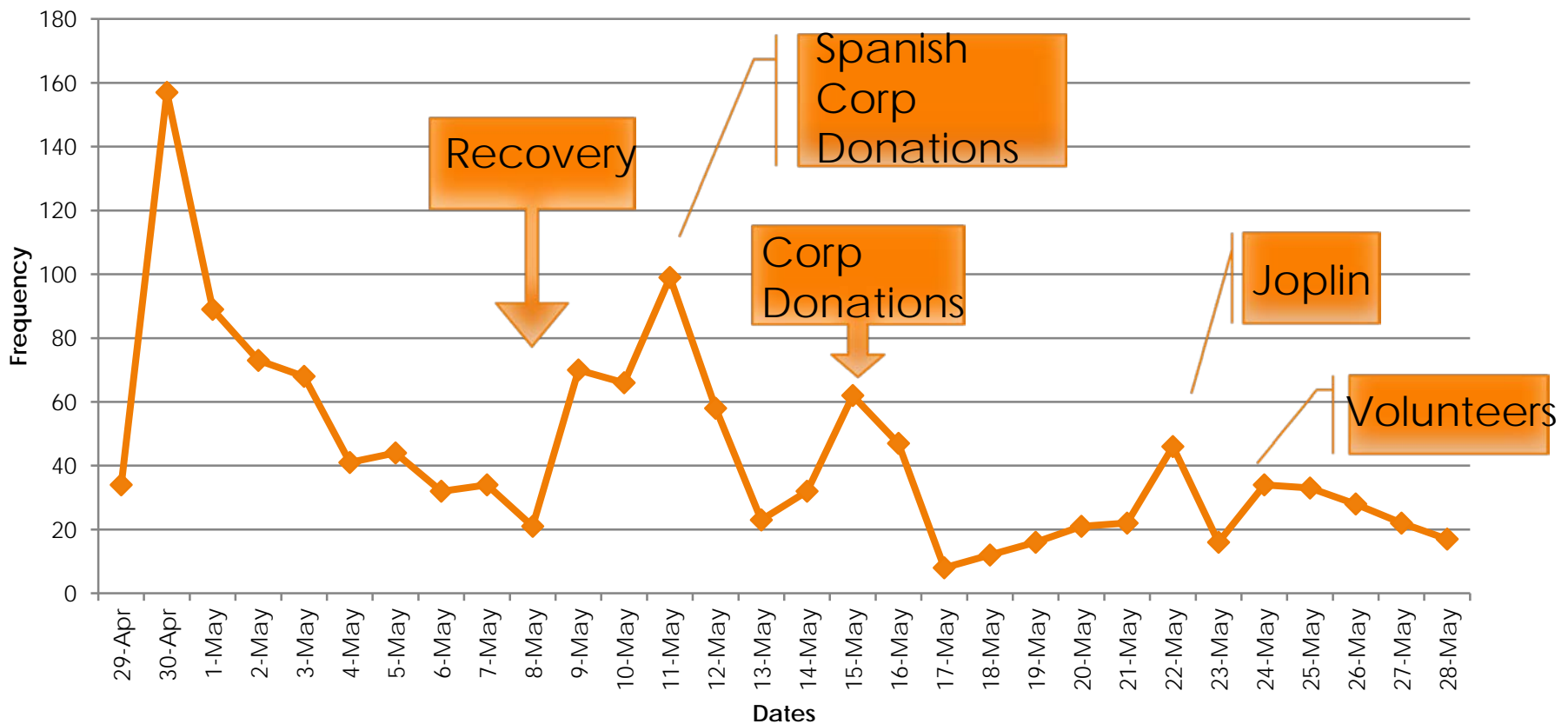- Coordinating resources
  - Volunteers
  - Donations
  - Fundraisers

How are Social Media Used
(Alabama May 1 –May 30)

Spanish 1.3%

Fraud 1.3%

Legend:
- Recovery Centers
- Weather
- Debris
- General
- Donations/Volunteers
- Loans/Health/Food Assistance
- SMEM
- Other
- Direct Convo

Pie chart values: 8%, 5%, 9%, 6%, 17%, 16%, 10%, 12%, 17%

When were Social Media Used?

Timeline of Facebook Use – Alabama Tornadoes

Received & Understood
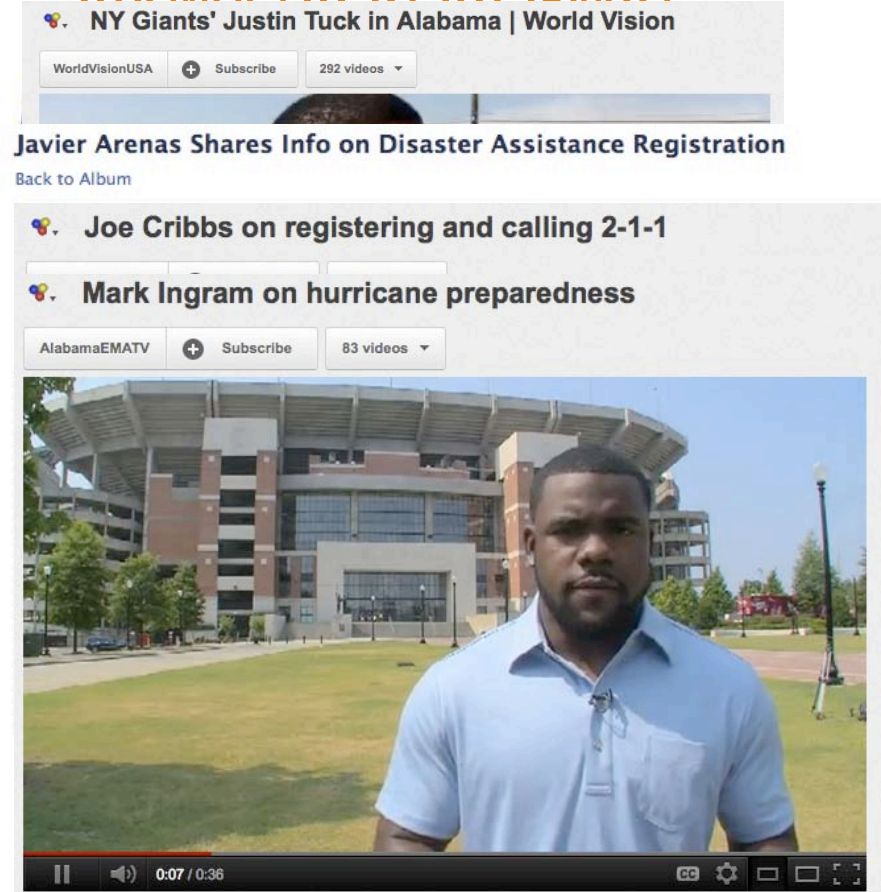# Unlikely Partnerships

Question (AlabamaEMA)

Answer (AlabamaEMA)

AlabamaEMA   1 hour

@_____ RT _____

EAPAthletics Thanks for the tips on NFL players from North Alabama.

AlabamaEMA   1 hour

Does anyone know of an NFL player from North Alabama that might be willing to help us with public outreach related to our recovery efforts?

NY Giants' Justin Tuck in Alabama | World Vision

WorldVisionUSA   Subscribe   292 videos ▾

Javier Arenas Shares Info on Disaster Assistance Registration
Back to Album

Joe Cribbs on registering and calling 2-1-1

Mark Ingram on hurricane preparedness

AlabamaEMATV   Subscribe   83 videos ▾

0:07 / 0:36

What are the Challenges specific to social media?

- Social Media Enrollment

- Digital Divide
  - Yes and No

AlabamaEMA Alabama EMA
Follow @AlabamaEMA by text message! Text "follow AlabamaEMA" to 40404. No @Twitter acct or computer needed. #smem

15 hours ago

Accuracy of information
  - Real-time correction of misinformation (Palen et al 2010)
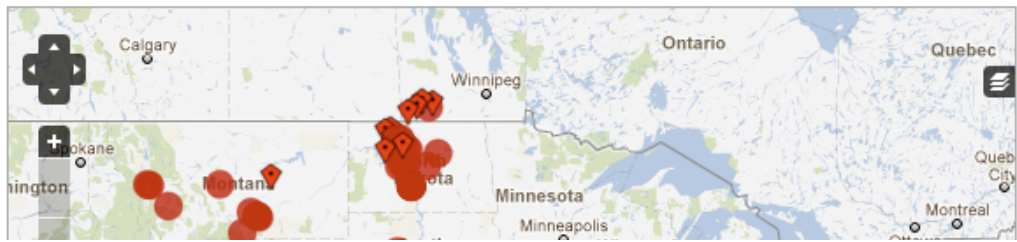
New Technologies/Developments
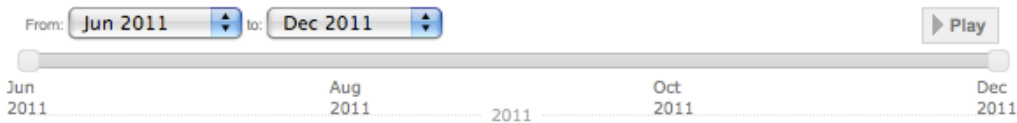
New Technologies
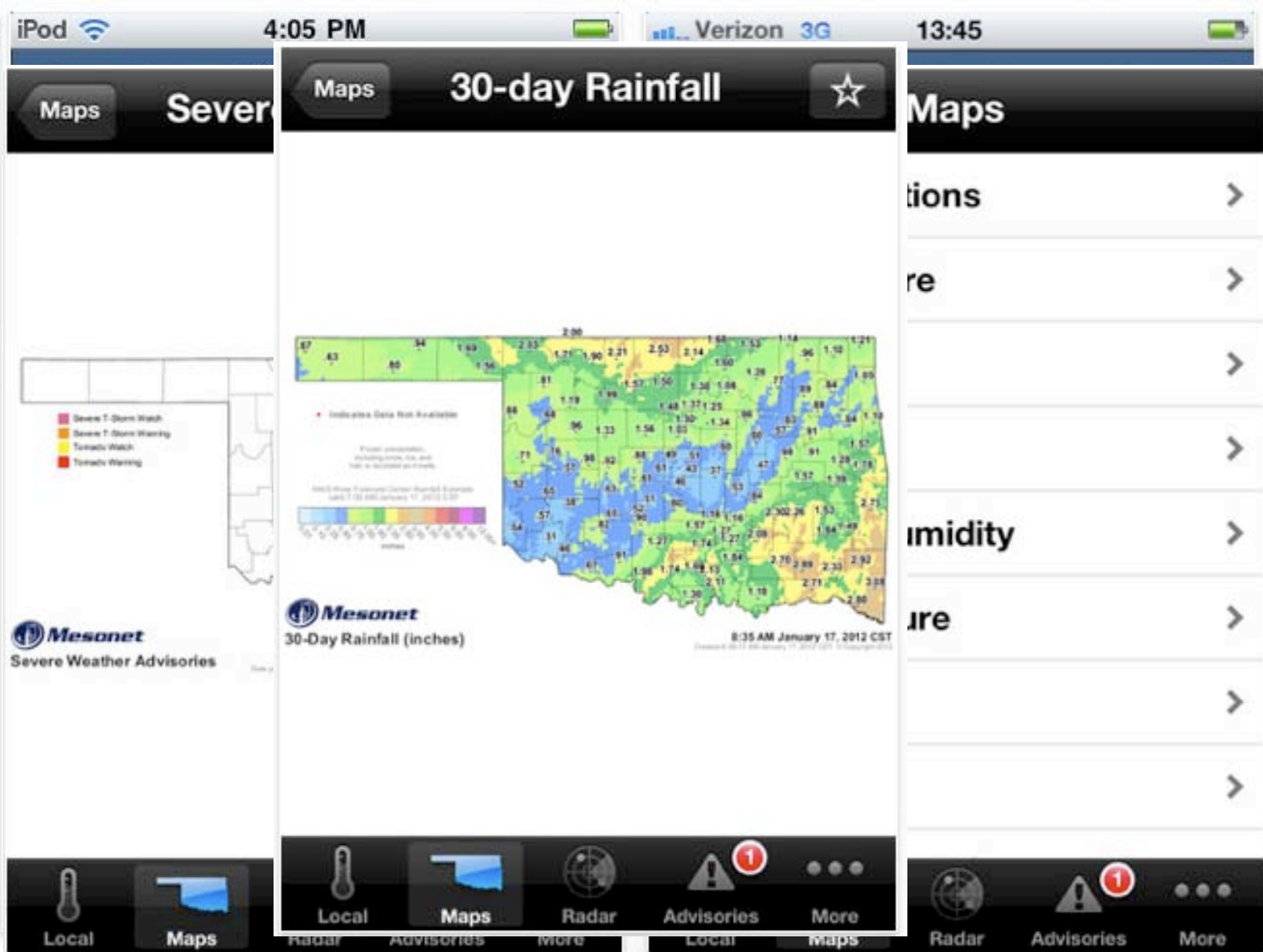
Recommendations

- Early Adoption
  - Prior to disaster

- Education
  - proper uses to market information on social media
  - staffing

- Interagency communication
  - outside of social media use