


Η χρήση των social media σε
διαχείριση κρίσεων
(*Project Cosmic*)

21/5/2014, Θεσσαλονίκη

Οδυσσέας Σπύρογλου
@ospyroglou
DOTSOFT SA



43.1%

European Union

- ΕΥΡΩΠΗ:

- 300 εκ. ενεργούς χρήστες (40%)
- 200 εκ. μέσω κινητών (26%)

- ΕΛΛΑΔΑ:

- 6εκ. (41%) / 13εκ. κινητά

How Survivors Harness Social Media

76%

Contact friends
to make sure they
are safe

25%

Download disaster-related
apps

24%

Let loved
ones know
they are safe

37%

Use info on
social media
to buy supplies
and find shelter

1 in 5

Americans have used
an emergency app

18%

Retrieve
emergency
information
through
Facebook

1 in 5



survivors contact emergency responders via
social media, websites, or email

44%

Ask their online
friends to contact
responders

During disasters,
social networks
often replace 911
as the go-to source
for help



35%

Directly post a request for
help on a responder's Facebook

25%

Send direct
Twitter messages



80%

of Americans expect emergency
response agencies to monitor
and respond to social media
platforms

1/3

expect help to show
up within 60 minutes
of a posting

60 MINUTES



f 500

There are currently over 500 Emergency Management Group Pages on Facebook

Benefits social media provides in emergency notification



69%

agree that emergency response agencies should regularly monitor their websites and social media sites do they can respond promptly

In an area-wide emergency, how likely would you be to use social media channels to let your friends and family know you are safe?

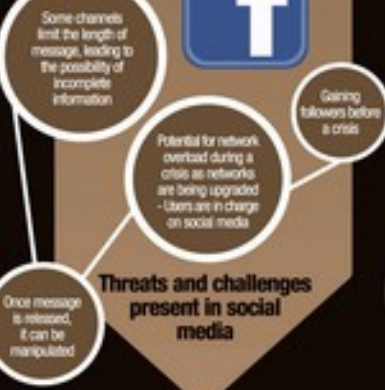


Would you sign up for alerts for these emergencies?

If someone you know needed urgent help in an area-wide emergency, would you try to request help in any of the following ways?



Social Media and Emergency Response



- Twitter users on the ground sent out vital information about the Mumbai Terrorist Attacks, including emergency phone numbers and the location of hospitals that needed blood donations
- The Australian Country Fire Authority used Twitter to send out information on the fires, how to donate money and blood, and where to seek emergency help
- Red Cross was creating at record pace in 10 and 15M. 2,000 people were getting updates delivered on the Federal Emergency Management Agency's (FEMA) Twitter
- The Food and Drug Administration (FDA) recalled salmonella tainted pet products. 3,000 people found out through the agency's Twitter feed

Social Media Use in Emergencies

- FEMA's tweets inform followers of the locations of Red Cross shelters and how to care for pets during the crisis
- Dramatic scenes the US Airways plane that crashed into the Hudson River were first seen on social networking site Twitter
- When a gunman opened fire in the Sudder Roadless Center of Fort Hood, TX, Twitter was able to provide news and updates to the public and soldiers around the world

Emergency Agencies on Twitter

1,244,357
CDC Emergency

254,056
American Red Cross

Emergency Management Groups on Facebook

- Information Systems for Crisis Response and Management (ISCRAM)
- Arkansas Tech University Department of Emergency Administration and Management
- Emergency Awareness at the University of Maryland
- PSU Emergency Management
- Michigan Emergency Management
- Mississippi Emergency Management Agency
- Brainline Emergency Management Agency
- Utah Emergency Management
- NIC Emergency Management

112,604
FDAREcalls

90,855
NIH

52,759
U.S. Army

28,282
FEMA

"Need a paramedic on corner of John Wesley Dobbs and Jackson St. Woman on the ground unconscious. Pls Retweet"

This was tweeted instead of dialing 911



NEW
TECHNOLOGIES

Μπορούν να βοηθήσουν;

COCMIC: Contribution of Social Media in Crisis Management



European Commission's FP7-SEC-2012



Ποιοί εμπλέκονται;
(aka Stakeholders)



Indonesia, 2005



Serbia, May 2014



Κανάλια επικοινωνιάς



Μεταξύ των αρχών

Αρχές προς το κοινό





Preparation



Warning




Response



Recovery

Πλάνο Επικοινωνίας

- 
- ✓ Σωστά δομημένο
 - ✓ Σωστά επανδρωμένο
 - ✓ Διασυνδεδεμένο



Conspiracy
@conspiracystory



Follow

BREAKING NEWS!! Ebola Victim Rises From The Dead In Africa Fear Of Zombie Apocalypse!

Ebola victim back from the dead.. You decide what to believe..

Reply Retweet Favorite More



Africa Confirms 3rd Ebola Victim Rises From the Dead, Releases Picture of First "Ebola Zombie" Captured. For the first time in human history, confirmed footage is captured of a man who scientists watched die from Ebola then only several hours later, regain life and rise from the dead.

The Liberian government is accusing the United States of creating Ebola as a bioweapon to use for future wars. Citizens of Liberia have expressed outrage and concern that the US may have tested an 'evolved' form of the virus on their nation's populace, not foreseeing the virus' spread reaching beyond medical containment.

@conspiracystory

The first reports of Ebola victims rising from the dead was reported by Liberia's National Newspaper. Initially, officials from the World Health Organization fled in shock and horror as the Ebola patients suddenly arose from the dead. After organizing military reinforcements and obtaining increased containment measures, World Health Organization's special operations staff quickly responded with military assistance and quarantined the two Ebola victims who arose from the dead.

Twitter



Ganta, Liberia - Officials in Liberia have released the first confirmed image of a captured Ebola victim who rose from the dead. The name of the victim has not been released by the WHO, and news of the patient rising from the dead comes only hours after the United States announced its first Ebola victim in Dallas, Texas.



CDC Says Ebola Vaccine Only Works on White People

The Center of Disease Control has released a statement saying the trial vaccine for the deadly Ebola virus will only work on those with white skin.

THENEWSNERD.COM



Andrew Kaczynski

@BuzzFeedAndrew



Following

Wow, amazing photo of Sandy meeting the Statue of Liberty via Jason Otts.

pic.twitter.com/oskVklUR

Reply Retweet Favorite Pocket



40

RETWEETS

8

FAVORITES



Sandy (The day after tomorrow, 2004)



Katina @katerina13 [Follow](#)

I TOLD Y'ALL! Shark on the highway in New Jersey!!!
[@maxthewanted](#) would appreciate this. #HurricaneSandy

9:39 PM · 29 Oct 2012

26 RETWEETS 4 FAVORITES





NY 1

LIVE CAM 12:12 PM



Anonymous

@YourAnonNews

Follow

The Statue of Liberty right now - pic.twitter.com/WaXBbZUc | #sandy

8:05 PM - 29 Oct 2012

1,910 RETWEETS 279 FAVORITES



Done

5916 of 67

FAKE

At least a year old
<http://bit.ly/TIzLgt>



Man saving dog from a flood...How many likes for this man?!!!

Unlike

Comment

1

AS BEFORE: If you've spotted any non-Sandy pictures that are being tweeted (or facebooked, or instagrammed) as Sandy, do give us a shout on @IsTwitWrong (or my regular account @flashboy) and I'll look at them.

CAUTION

**THIS SIGN HAS
SHARP EDGES**

DO NOT TOUCH THE EDGES OF THIS SIGN



ALSO, THE BRIDGE IS OUT AHEAD



Ποιοί οι κίνδυνοι;

Τι μάθαμε;

Μπορούν τα Social Media να βοηθήσουν;

- Καθοδήγηση διασωστών
- Άμεση και έγκαιρη πληροφορία (χρηματοδότηση, πόροι)
- Να ενοπισθούν οι επιζώντες
- Να μένει το κοινό ενήμερο.

Emergency Response Scenarios

- Standard Operating Procedures (SOPs): What the Organization does in each case
- Emergency Response Scenario: How the organisation responds in specific events

EMERGENCY PLAN

<http://www.cosmic-project.eu>

A man in a blue jacket and jeans stands in the center of a busy city sidewalk, holding a large white sign with the text "THE END IS NEAR" in bold black letters. He is surrounded by many other pedestrians walking in various directions. The background shows a city street with buildings, trees, and a red traffic light.

**THE
END
IS NEAR**

Odysseas Spyroglou
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