



Finance and Corporate Resources
Corporate Communications and Public Affairs

Social Media

The good, the bad and
the downright ugly

When I was a kid

HAMILTON
Advertiser



Now

bbc.co.uk
BBC

diigo

twitter

stv ▶ local ◀

You Tube

facebook®

 newsvine

ICEROCKET™

flickr™



But what is social
media?



What it ain't











What it is







Traffic

More...

Map

Satellite

Terrain



Canada

United States

México

Venezuela

Colombia

Perú

Bolivia

Argentina

North Atlantic Ocean

South Atlantic Ocean

Россия
Russia

Iceland

France
Spain
Italy
Germany
Poland
Czechia
Slovakia
Hungary
Croatia
Slovenia
Austria
Switzerland
Netherlands
Belgium
Luxembourg
United Kingdom
Ireland
Denmark
Sweden
Finland
Estonia
Latvia
Lithuania
Belarus
Ukraine
Kazakhstan
Mongolia
China
S. Korea
Japan

Mauritania

Algeria

Libya

Egypt

Saudi Arabia

Pakistan

India

Thailand

Indonesia

Papua New Guinea

Nigeria

Chad

Sudan

Ethiopia

Kenya

Tanzania

DR Congo

Angola

Namibia

Madagascar

South Africa

Indian Ocean

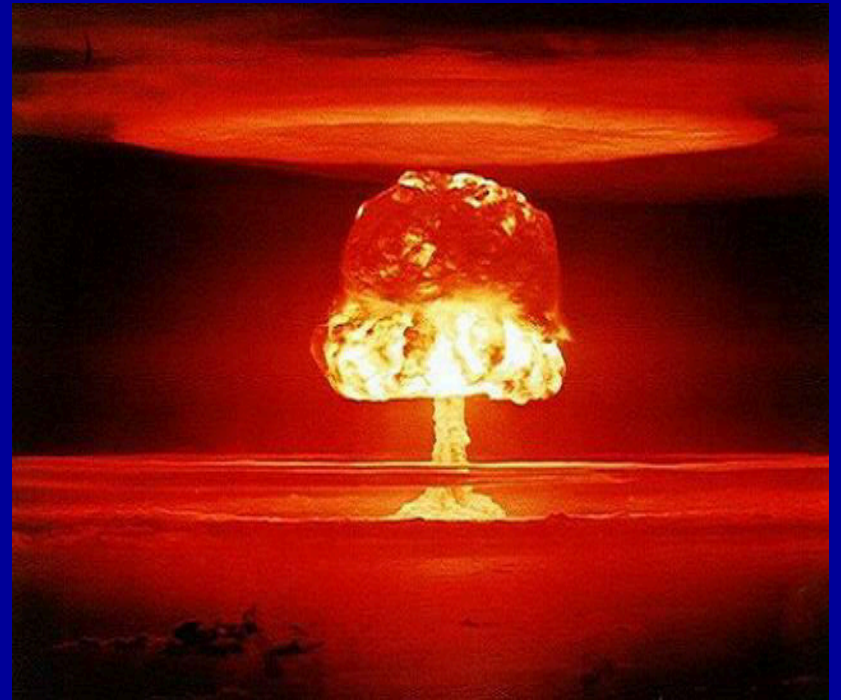
Australia

New Zealand

Creating community networks

- Geography
- Similar sector
- Similar customers
- Mutual aid
- Mix and match

What's it got to do with resilience







www

Defining moments

- Social media use driven by events
- Social media tool better for the job
- Lessons learned for media/emergency planners

9/11



Hurricane Katrina



London bombings



Snowmageddon



The Arab Spring



London Riots



Hurricane Sandy



Oklahoma tornado



Cumbrian floods



Business continuity

- real world networks can and will be disrupted
- social networks will always be there, even if you are not
- what actual procedures do you have in place?
- what virtual procedures do you have in place?

Social media in emergencies

- People expect us to monitor social media
- People expect us to use social media
- Sometimes social media will be all you have
- Reliable information

Social media in emergencies

- Information can be put out quickly
- Information can be amplified by others
- Mis-information can be corrected quickly

London riots lessons



London riots lessons

- Better use of social media to gather and use information
- Better use of social media to communicate with public, communities and businesses
- Better use of social media to counteract rumours and myths

London riots lessons

- Inability to use social media effectively identified as major weakness for police and councils. **This needs urgently addressed**

Christchurch earthquake



Relocation



Facebook mobilisation



Virtual campuses



Christchurch recovery phases

- Immediate: September 2010-2011 - repair, patch, plan
- Short term: 2012-2013 - rebuild, replace, reconstruct
- Long term: 2014 and beyond - construct, restore, improve

How can social media help?

- Social media networks can help recovery
- Virtual networks can become real life networks

Marbella wildfires



How the story unfolded

- Text from parents
- Google search
- BBC News
- Twitter

#TodosConMálaga

Tweets

People

Top videos



Top images



United Kingdom Trends · [Change](#)

[#WhyDoPeopleThinkItsOkayTo](#)

[#JanoskiansOnEllen](#)

[#DescribeYourSexLifeWithAMovie](#)

[Screw You](#)

[Di Canio](#)

[Nick Clegg](#)

[Taylor Swift](#)

[iTunes](#)

[#HollyoaksIsOnE4](#)

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IVecinos @IVecinos

1m

[#Marbella](#) - Calcinadas unas 400 hectáreas en Las Chapas
[shar.es/7QN3P](#) [#todosconmalaga](#)

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Amiguetti @Amiguetti

2m

[#Marbella](#) - Calcinadas unas 400 hectáreas en Las Chapas
[shar.es/7QN3P](#) [#todosconmalaga](#)

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Lola Rengel @LolaRengel

50m

[@yuyudecai](#) agradecerte como malagueña tu apoyo
[#TodosconMálaga](#)

[View conversation](#)

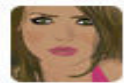


Andrea Arias Estévez @Andreita_ae

1h

La red se mueve tras el [#incendiomalaga](#)
[laopiniondemalaga.es/malaga/2012/09...](#) vía [@opiniondemalaga](#)
[#todosconmalaga](#)

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Tània LuB @MahaLub

1h

[#IncendioMálaga](#) y [#TodosConMálaga](#) ya no es TT pero
[@MalagaRevive](#) nos sigue manteniendo informados, ole por ellos ;)

[Expand](#)



Inma Serrano @AndaluzaJASP

1h

La red se mueve tras el incendio [@MalagaRevive](#)
[#OfficialFIREAidConcert](#) [#TodosconMalaga](#) [#IncendioMalaga](#)
[laopiniondemalaga.es/malaga/2012/09...](#) [@opiniondemalaga](#)

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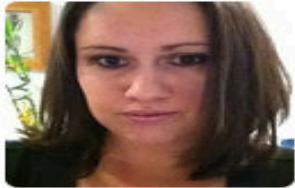


Wanmalito @Juanmasaurus

2h

Es la primera vez que me vais a ver tan sincero delante de una cámara. [#TodosConMálaga](#) [#ArdeMalaga](#)
[youtube.com/watch?v=lnafh5](#)

@Sophie_SophSoph



Sophie Howson

@Sophie_SophSoph FOLLOWS YOU

#music #ibiza #marbella #property #preparty #afterparty #girls #boys

www.facebook.com/dance2howsonfire

ÜT: 52.947338,-1.137678 · http://soundcloud.com/sophie_howson

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4,739 TWEETS

277 FOLLOWING

371 FOLLOWERS

Tweet to Sophie Howson

@Sophie_SophSoph

Tweets

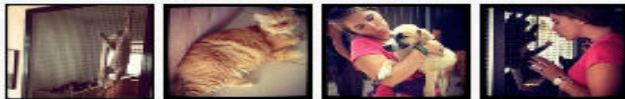
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Sophie Howson @Sophie_SophSoph

2h

Your key planet Venus squares conservative Saturn today and th...
More for Libra bit.ly/wvRgyF
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Naif Official @Naif_Official

5h

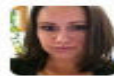
@Sophie_SophSoph @david_barker1 Fingers crossed we all get
tickets! I'll cry otherwise
 Retweeted by Sophie Howson
[View conversation](#)



Sophie Howson @Sophie_SophSoph

3h

#cats in the background like #whatsabruthadoin ? #gingernut
instagr.am/p/PHTtF1SCU9/
[View photo](#)



Sophie Howson @Sophie_SophSoph

3h

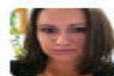
I found my new puss... #triplea #marbella isnt he a beaut!?
instagr.am/p/PHTo23SCU5/
[View photo](#)



Sophie Howson @Sophie_SophSoph

3h

My niece and #puppylove #tripleA #marbella instagr.am/p/PHTnYoyCU3/
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Sophie Howson @Sophie_SophSoph

3h

My niece in #crazycatlady heaven #tripleA #Marbella instagr.am/p/PHTIneSCU1/
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Estás en: SUR.es > Noticias Málaga > Noticias Málaga > **Un incendio controlado, pero vivo**

MÁLAGA

Un incendio controlado, pero vivo

El punto más problemático del incendio, entre los municipios de Ojén y Monda, ha quedado controlado, aunque en el frente de Coín se han visto columnas de humo y se trabajará toda la madrugada con 430 efectivos

31.08.12 - 13:58 - J. CANO/I.LILLO/M.C. JAIME/L. MORET/J.M. ALDAY/F.GUTIERREZ/M. PÉREZ/S. GONZALEZ/S.SALAS. /M.C. PARRA/ A. FRÍAS/ HECTOR BARBOTTA | MÁLAGA

84 Comentarios | 2,837 | 24 | Compartir | Recommend 949

★★★★☆ 61 votos



Un equipo aéreo trabaja en el incendio. Foto: Mónica Pérez.

00.23. Con la luz del día se prevé la reanudación de la participación de 8 medios aéreos en las labores de extinción, de la Junta de Andalucía y del Ministerio de Medio Ambiente.

.23.00. La carretera que conecta Marbella y Ojén permanecerá cortada esta noche pese a que el incendio ha sido declarado controlado. Mañana a las 10.00 horas tendrá lugar una nueva reunión de la dirección técnica de extinción con los responsables de las Consejerías de Agricultura, Pesca y Medio Ambiente, además de la de Justicia e Interior, para evaluar la situación del siniestro tras la madrugada. Se mantiene el nivel de emergencia 2.

21.30. El punto más problemático del incendio que ha asolado la Costa del Sol, entre los municipios de Ojén y Monda, ha quedado controlado, según el Infoca, aunque en el frente de Coín se han visto columnas de humo y se trabajará durante toda la madrugada con 430 efectivos del Infoca, la UME y bomberos para evitar que se reactive el fuego.

HACEMOS LA
WEB
DE TU NEGOCIO
SIN QUE TÚ TE PREOCUPES POR NADA.

THE HUMAN BODY EXHIBITION

Ven a The Human Body en Marbella

Descuento 50% Valor 18€ Precio 9€

SUR SUR.es on Facebook

Like

Making your social media resilient

- Make your accounts safe
 - Top tip: use a monitoring tool
- Fail early
 - Top tip: practise a lot while you have few followers
- Learn from your mistakes
 - Top tip: keep a log and share with the team



Think about staff

Digital natives



Digital natives

- don't know life without www
- don't know life without a smart phone
- don't use phones to make calls – like ever
- life is lived online
- connected 24/7
- work expectations completely changed

Cisco Connected 2011

- 2/3 students will ask about social media policies at interview
- 56% won't accept a job where social media is banned
- either that or they'll use their own device
- 1/3 would choose social media freedom over salary
- Half would rather lose their wallet than smart phone

But are they right for the job?


Good personal social media skills

v


Bad personal media skills



Can I be your friend?



This is *not* normal
behaviour
(lol, rofl, pmsl)

- 
- What seems like a laugh on Friday night doesn't look so good on Monday morning



- 
- Your organisation's reputation is at stake

Mentoring

- You can mentor them
- They can mentor you

Succession planning

- have standard operating procedures
- keep a log of passwords and logins (under lock & key)
- don't allow empire building
- share skills
- join social networking networks
- keep learning


Technical domains Exploring creating management mechanisms sectors
ecosystem innovation approaches Coordinator explore
aims ecosystem

resilience
well
gaps policy
governance opportunities Governance Kaushik achieve experiences enabling role questions learnt within
achieving help answer

livelihood
ICTs institutional three challenges context information
system exist Key broad research Pathways livelihoods
reduction

supporting expertise importance DRR knowledge gaps lessons policy
connect frameworks challenge lessons Development existing best development solutions risk relationships disaster markets field Description use
governance participants practices

key Development existing best development solutions risk relationships disaster markets field Description use
governance participants practices

- 
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