Infographic from the University of San Francisco – Online Master of Public Administration: http://onlinempa.usfca.edu/social-media/
**Tornado Season**

- **1,665** Number of tornadoes that struck the U.S. in 2011, making it the deadliest tornado year in the U.S. ever.
- **123,000** Members within days of a devastating tornado.
- **300 Ideas** A Facebook page dedicated to tornado recovery in Joplin, MO attracted over 4,000 visitors.
- **1,100** An employee of a hospital in Joplin used Facebook to successfully locate 1,100 missing hospital workers.

The page mobilized volunteers & assisted in the search for survivors.

**Japan Tsunami**

- **1,188** Number of tsunami-related Tweets sent each minute during the tsunami and resulting nuclear fallout.
- **27 Miles** One hospital in Japan, located just 27 miles from the Fukushima nuclear plant, desperately needed to move 80 patients away from the danger.
- **80 Patients** A hospital staffer took to Twitter, messaging U.S. Ambassador John Roos, who was able to alert the Embassy and coordinate with Japan’s Ground Self-Defense Forces who evacuated the patients.

**March 11, 2011**

- **4.5 Million** Facebook recorded 4.5 million status updates from around the world containing the words Japan, Tsunami, Earthquake.
- **84%** That’s 84% of total status updates.
HAITI EARTHQUAKE

Number of Tweets containing the words "Haiti" or "Red Cross" between January 12 and January 14, 2010:

2.3 MILLION

> 10,000 Tweets

189,024 of those contained the number “90999”

Texting that number sent a $10 donation to the Red Cross

$10.00

This raised $3 million in the first 48 hours

$3 MILLION

Survivors took to social media to alert aid agencies of their need. Countless lives were saved by volunteers monitoring social networks.

HURRICANE SANDY

At its peak, Instagram users uploaded Sandy-related photos at a rate of:

TEN every SECOND

Facebook mentions of "Hurricane Sandy" and "Frankenstorm" increased by 1,000,000%

Top 5 Shared Terms on Facebook

1. we are ok
2. power
3. damage
4. keep everyone ok
5. trees

FEMA tweeted to its Twitter followers:

"Phone lines may be congested during/after Sandy. Let loved ones know you're OK by sending a text or updating your social network."

23 RED CROSS STAFFERS mention 2.5 MILLION Sandy-related social media postings

4,500

They begged Twitter users to retweet to follow up on, providing aid for those in need.

FROM RAISING MONEY TO LOCATING SURVIVORS, IT'S CLEAR THAT SOCIAL MEDIA IS QUICKLY BECOMING THE MOST EFFICIENT OUTLET FOR MANAGING DISASTER RESPONSE.
• **Who uses Twitter**
  – Emergency/Disaster organizations
  – Public Health organizations
  – Government organizations
  – 16% of Internet users; especially aged 18-29, African Americans, and urban residents\(^1\).

• **How Twitter is used**
  – Push out vs. collect information
  – Conversation
  – The lingo: hashtags, retweets, @replies

• **Conflict between speed and accuracy.**

---

• High use: 67% percent of Internet users use Facebook (Pew Internet survey).

• For emergency management:
  – Community Engagement & marketing
  – Sending out updates
  – Some information collection

• For individuals
  – Checking in with friends & family
  – Asking questions/posting comments
A SPECIAL NOTE: CROWD-SOURCED MAPS


• MapMill is a very interesting crowdsourcing map that allows people to look at images of the landscape and rate them as light, moderate or heavy damage [http://mapmill.hotosm.org/sort/ok/](http://mapmill.hotosm.org/sort/ok/)

• Rx Open Maps [http://www.rxopen.org/](http://www.rxopen.org/) - shows county level and individual pharmacy maps that provide information about open pharmacies.


• [http://google.org/crisismap/2013-oklahoma-tornado](http://google.org/crisismap/2013-oklahoma-tornado)

• Ushahidi’s CrowdMap [http://www.ushahidi.com/](http://www.ushahidi.com/)
ROLES
FOR INFORMATION PROFESSIONALS
As information professionals, we can:

- Educate
- Fact check
- Monitor & organize
- Provide content

The Virtual Operations Support Team – deployed during a disaster specifically to manage social media response.
RESOURCES
BLOGS & WEBSITES

- http://idisaster.wordpress.com/
- http://wiki.crisiscommons.eu/wiki/SMEM_Initiative
- http://thinkdisaster.com/
- http://irevolution.net/
LITERATURE


• For these and additional citations, please visit the RefWorks Shared Folder: http://www.refworks.com/refshare2?site=031391125547200000/48481352212443620/SMEM
OTHER RESOURCES

• DISASTER-OUTREACH-LIB listserv

• Twitter hashtags:
  – #medlibs
  – #smem
  – #VOST

• Your local emergency/disaster preparedness organizations’ social media pages
QUESTIONS?

Amy Donahue, MLIS, AHIP
adonahue@mcw.edu
414.955.8326
@ultimatelibrarn
http://about.me/amydonahue