

# Ready to get social?

Tapping Social Media's Power  
to Reduce Risk & Drive the  
Mitigation Planning Process

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The Frew Group



*Sustainability in the Face of Change*

Floodplain Management Association Conference  
Reno, Nevada  
September 6, 2018



# *Why Social?*



# What are the Advantages?



# Social Media in Emergency Management

- ❁ Integral to short-term **preparedness**
- ❁ Growing in use for crisis communications in **response** and **recovery**, such as during Hurricanes Harvey, Irma and Maria



Photo: US DOD

# Trend Analysis



Photo: Seabee Magazine

While U.S. public showed a greater interest in key terms such as **“disaster preparedness”** and **“sea level rise”** in the immediate aftermath of hurricane Sandy, interest quickly waned (Kahn 2013).

Concern first decreased in areas that weren't physically impacted, but soon after, people who were impacted also lost interest.



# Social Media in Emergency Management

**Hazard Mitigation**...the *hard sell* but essential to building community-level resilience.

**Social Media** offers invaluable avenues and tools to engage the public in dialogue, explore their concerns, gather ideas, and drive the process of inclusive risk reduction planning.



# Who is Using Social Media

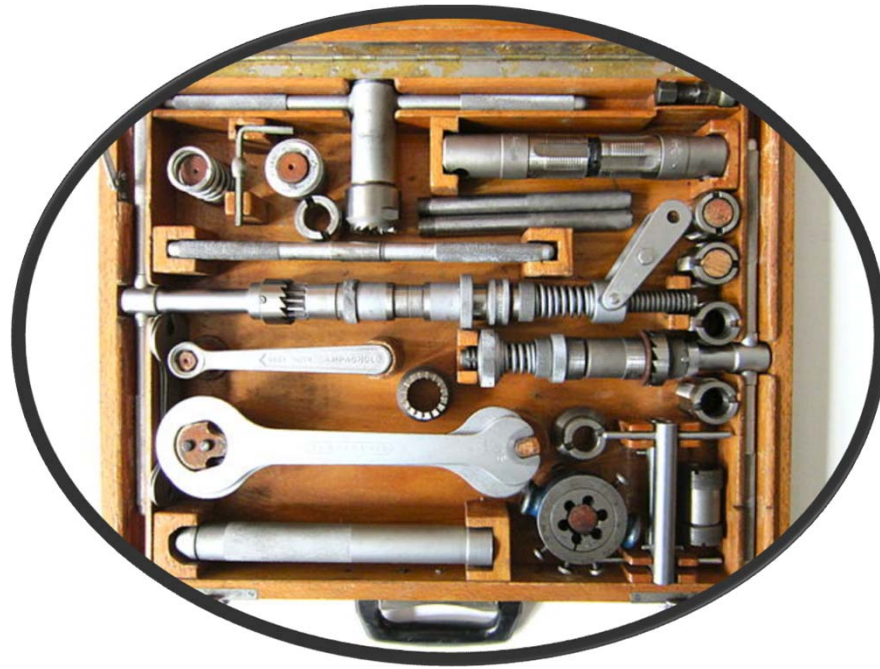


# A Few Statistics!

- ❁ **70 percent of Americans** connect to share information, engage with news content
- ❁ **Age** Usage by older adults has increased significantly in recent years, especially among the 50-64 and 65+ groups
- ❁ **Racial or ethnic** 74 percent of Hispanics, 69 percent of Whites, and 63 percent of Blacks use social media
- ❁ **Gender** 72 percent of women, 66 percent of men use at least one social media site
- ❁ **Education level** 59 % of adults with high school or less use social media compared to 78 % of college graduates

*Pew Research Center 2017*





Social media has enabled people who were never heard in the past, to speak up and get involved.









Utah Mitigation  
@UT\_MIT

Following

Via Bronson Smart from @NRCS\_Utah - Video of Huntington Creek Upper Debris Basin #SHMT #SeeleyFire #HazardMitigation [youtu.be/sRyhzt9dNQs](https://youtu.be/sRyhzt9dNQs)

YouTube



Huntington Creek upper debris basin

This shows pre-event conditions of the basin as well as video during a storm event in July 2014 and the results of the event.



DFR Wildland Team @DFRWildlandTeam RT by @Firewise

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RT @DFRWildlandTeam: Thanks to @TXForestService for hosting the @Firewise Home Ignition Zone Training. [facebook.com/DallasWildland...](https://facebook.com/DallasWildland...) <http://t.co...>

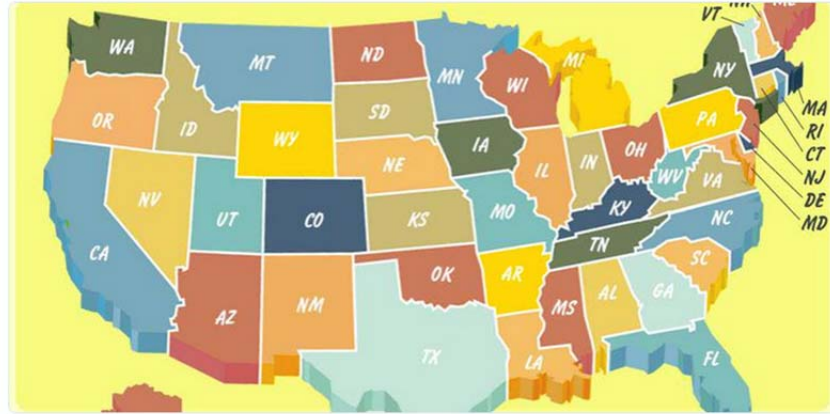


Readygov retweeted



NWS Owlie Skywarn @NWSOwieSkywarn · Dec 23

Got some free time on break? Check out this @Readygov site & learn about hazards in your state [ready.gov/kids/maps](https://ready.gov/kids/maps)



26 6

View more photos and videos



San Francisco Department of Emergency Management

December 4, 2013 ·

We're looking for your feedback on the 2014 Draft San Francisco Hazard Mitigation Plan. The plan describes our City's natural and human-made hazards, identifies actions we can take to reduce their effects, and establishes a process for implementing the plan.

Visit [www.sfdem.org/hmp](http://www.sfdem.org/hmp) to participate!



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# FEMA Mitigation Planning Process Framework





# Mitigation Planning Process



Social media empowers the  
community to improve the  
quality of life of every  
member.



Thank you!

# For More Information

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