Ready to get social?

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

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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
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.
Via Bronson Smart from @NRCS_Utah - Video of Huntington Creek Upper Debris Basin #SHMT #SeeleyFire #HazardMitigation youtu.be/sRyhZ9dNQs

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
RT @DFRWildlandTeam: Thanks to @TXForestService for hosting the @Firewise Home Ignition Zone Training. facebook.com/DallasWildland... http://t.co/...
Mitigation Planning Process

1. Determine Planning Areas & Resources
2. Build Planning Team
3. Create Outreach Strategy
4. Review Community Capabilities
5. Conduct Risk Assessment
6. Develop Mitigation Strategy
7. Keep Plan Current
8. Review & Adopt Plan
9. Create a Safe & Resilient Community!
Social media empowers the community to improve the quality of life of every member.
Thank you!
For More Information

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