Social Media Use in Emergency Management in North Carolina

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Purpose of the Study

To measure adoption, usage, attitudes, and satisfaction with social media

- Identify types of social media used by North Carolina county level emergency management offices.
- Identify benefits of the use of social media for emergencies.
- Identify problems and challenges that emergency management personnel have with social media use.
- Further understand the ways social media function in the context of risks and emergencies.
Study

- Web-based survey
- County level emergency management organizations (100)
- 69 total responses
- 55 completed surveys to date
Preliminary Findings

- Social media is increasingly part of the EM toolkit
- More than 8 out of 10 NC EMs use social media or are considering it.

Summary Data on Social Media
Preliminary Findings

- Social Media alternatives mostly known.
- Facebook & Twitter selected by most Ems

Social Media Awareness & Use

<table>
<thead>
<tr>
<th>Social Media</th>
<th>Heard Of</th>
<th>Currently Use</th>
</tr>
</thead>
<tbody>
<tr>
<td>Facebook</td>
<td>98%</td>
<td>74%</td>
</tr>
<tr>
<td>Myspace</td>
<td>84%</td>
<td>0%</td>
</tr>
<tr>
<td>Twitter</td>
<td>98%</td>
<td>58%</td>
</tr>
<tr>
<td>Flickr</td>
<td>54%</td>
<td>6%</td>
</tr>
<tr>
<td>RSS Feed</td>
<td>53%</td>
<td>10%</td>
</tr>
<tr>
<td>blog</td>
<td>68%</td>
<td>16%</td>
</tr>
</tbody>
</table>
Preliminary Findings

- EMs are about as satisfied with social media as with traditional media.

Satisfaction Comparison

<table>
<thead>
<tr>
<th>Satisfaction Level</th>
<th>Social Media</th>
<th>Traditional Media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Completely Satisfied</td>
<td>23%</td>
<td>24%</td>
</tr>
<tr>
<td>Somewhat Satisfied</td>
<td>63%</td>
<td>64%</td>
</tr>
<tr>
<td>Neither satisfied nor dissatisfied</td>
<td>13%</td>
<td>13%</td>
</tr>
</tbody>
</table>
Preliminary Findings

- Social Media has been adopted (so far) by counties with larger EM depts.
Preliminary Findings

- Most respondents report a “do it yourself” approach

Who Prepares Social Media Notices?

Sample Size = 31

- 68% I do it myself
- 26% someone else full time
- 6% part time person or consultant/specialist
Preliminary Findings

Reasons for using SM

- More people are using it now—we can reach more people
- Younger audiences are using it and less reliant on other media
- Faster delivery of information

Reasons for not using SM

- County needs to approve and hasn’t
- Not enough help available to maintain it
- Older audiences are not likely to use it
- Won’t reach everyone
Preliminary Findings

Something to think about:

- 88% of U.S. residents responding to a survey have cell phones (NAS presentation)
- 86% of CAMA county residents had cell phones in 2010
  - 42% have text messaging capability
  - Only about 20% report that they receive text alerts. (Survey of 1079 residents; Smith, Kain, Wilson)
Next steps

- Analyze data for more specific challenges
- View/follow county social media sites
- Look at information uptake from social media (public provided information)
- Extend survey to municipalities
Questions?