

# ***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.

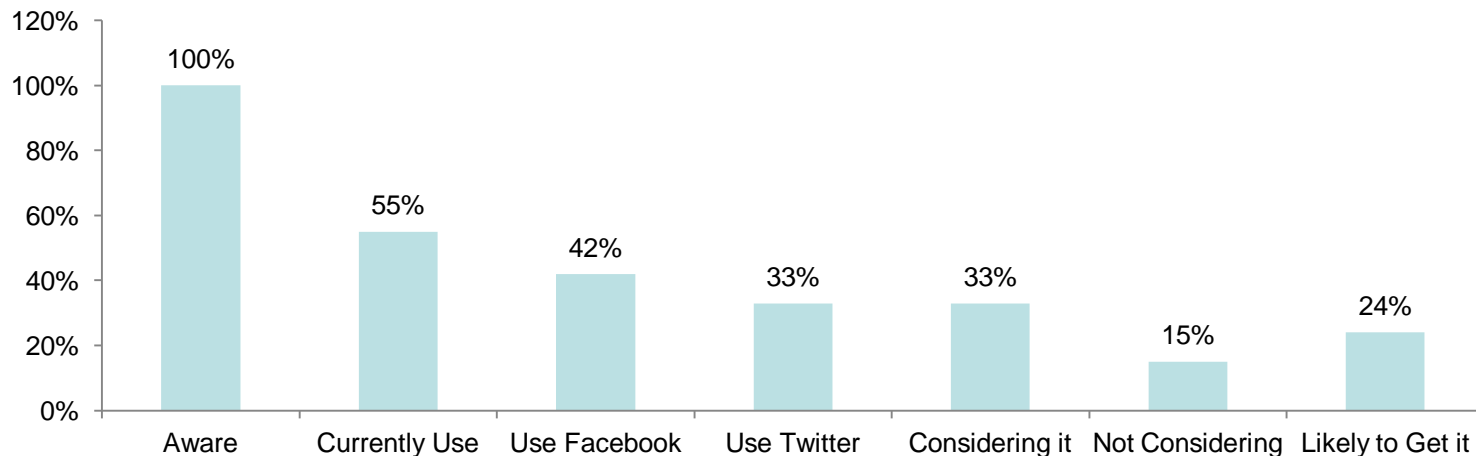
# *Study*

- 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.

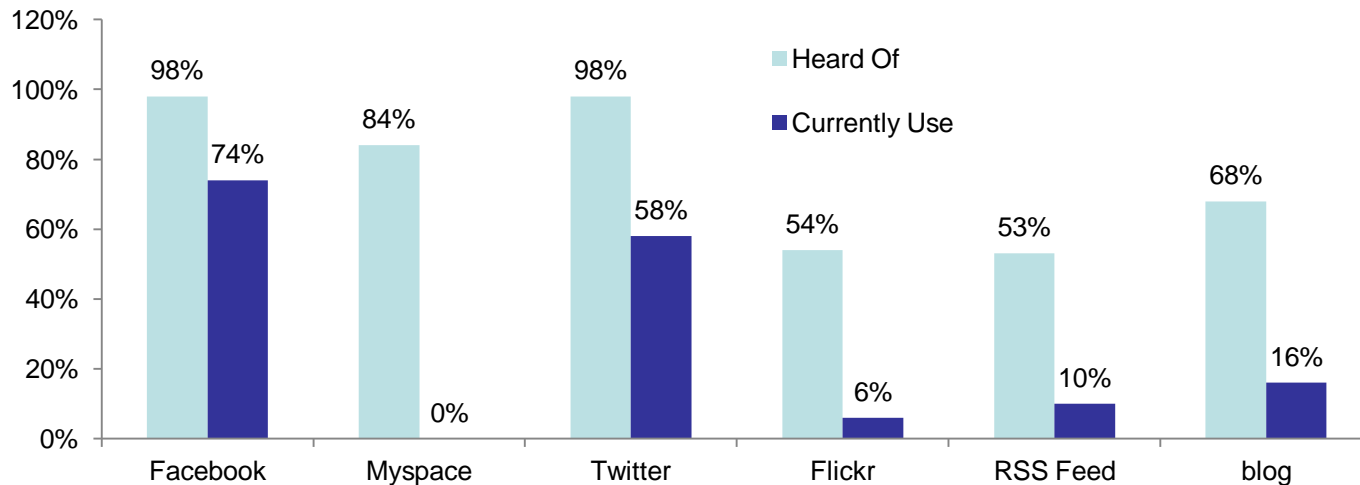
## Summary Data on Social Media



# Preliminary Findings

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

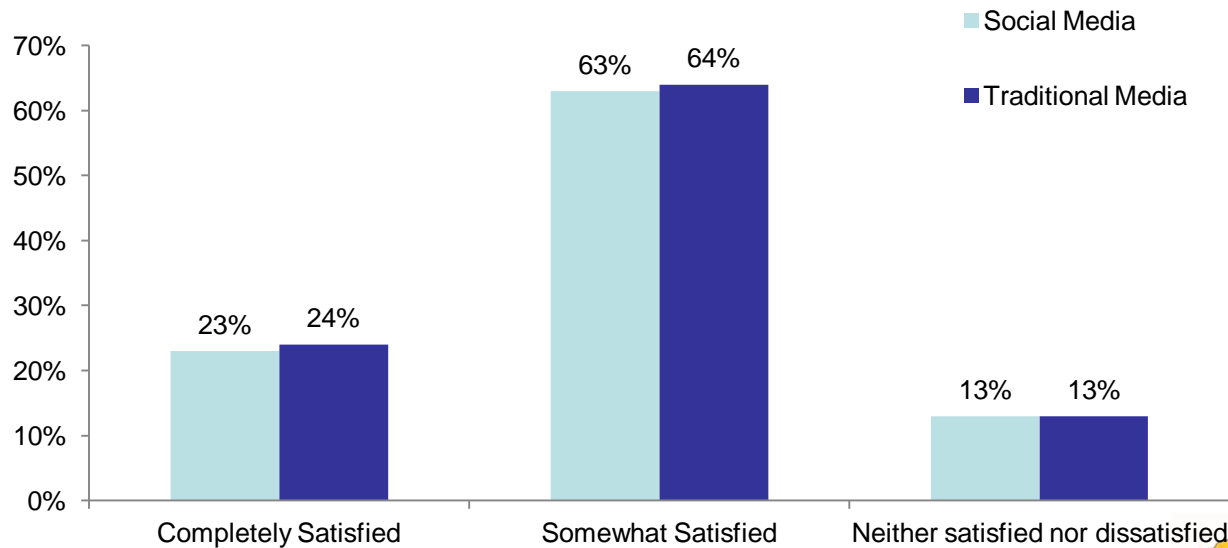
**Social Media Awareness & Use**



# Preliminary Findings

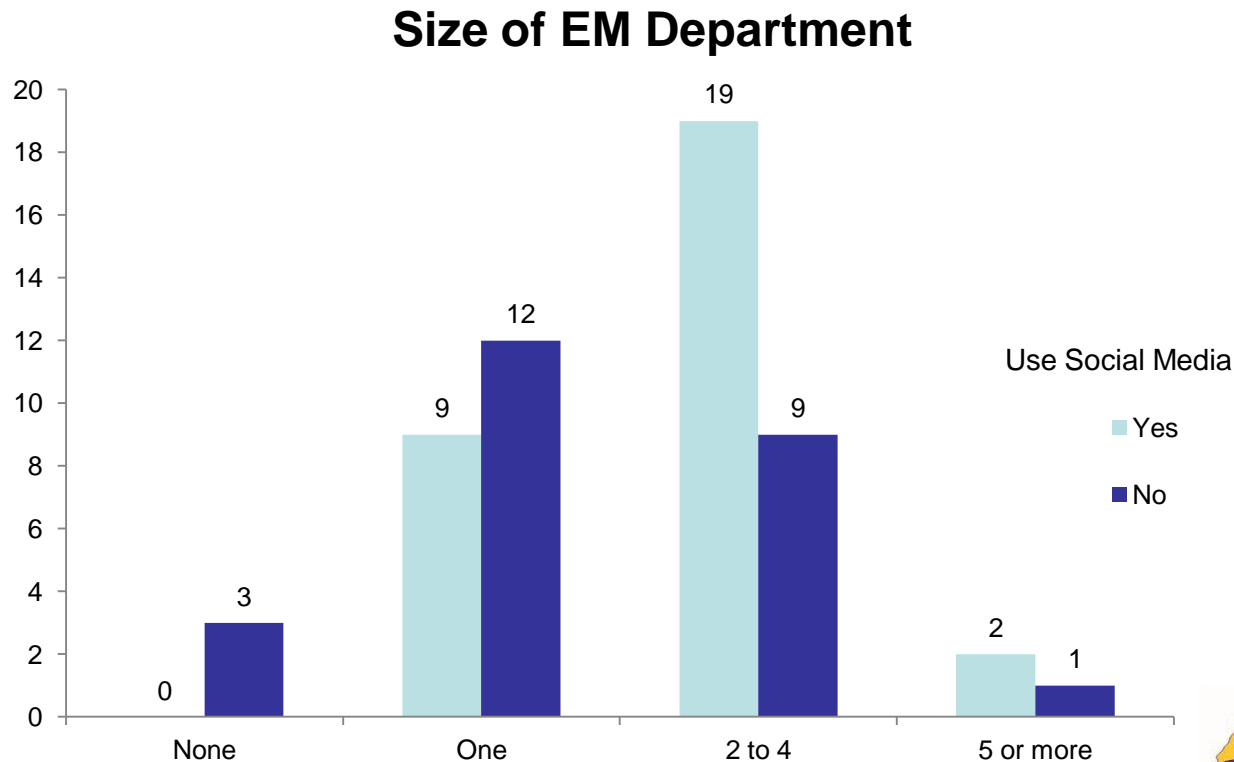
- EMs are about as satisfied with social media as with traditional media.

Satisfaction Comparison



# Preliminary Findings

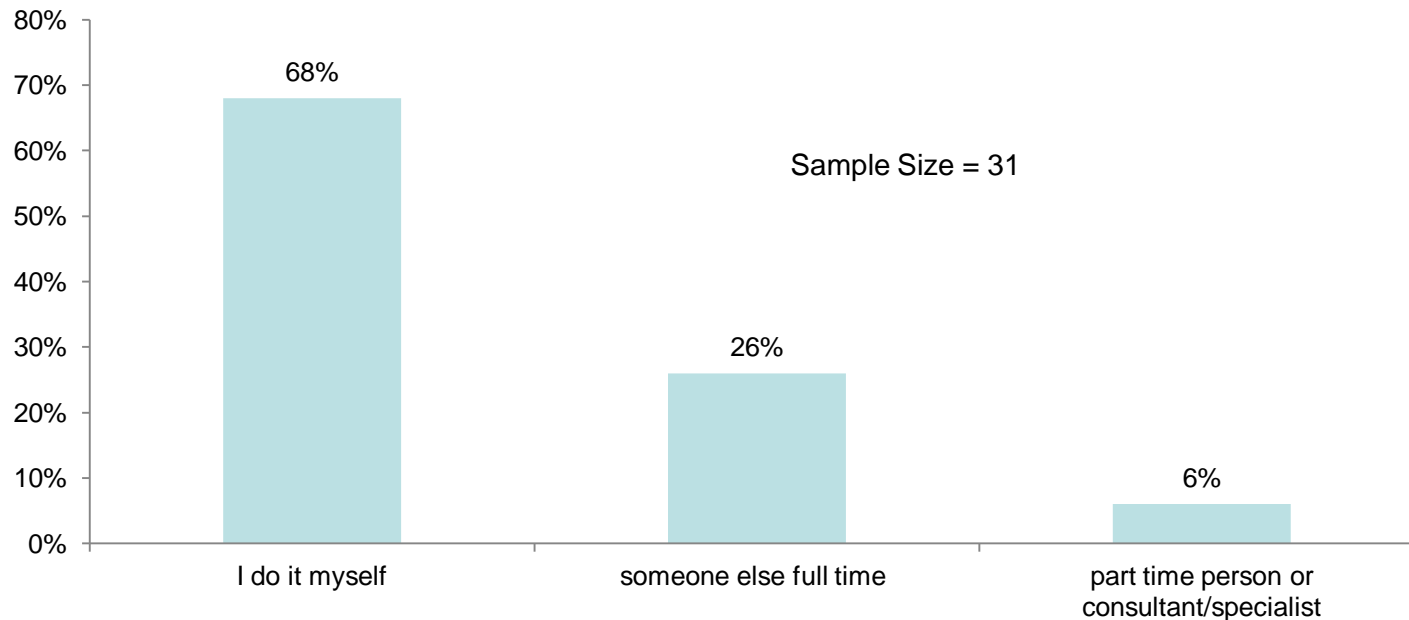
- Social Media has been adopted (so far) by counties with larger EM depts.



# Preliminary Findings

- Most respondents report a “do it yourself” approach

## Who Prepares Social Media Notices?





# *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?*