2012 ECU Hurricane Workshop

New Hanover County
Social Media &
Emergency Communication
Social Media is . . .
Social media adds to public engagement

- Reaches larger audiences
- Provides meaningful dialogue
- Builds communities
- Effective addition, not substitution to strategic public outreach program
Multiple Channels to Disseminate Alerts and Warnings

- Traditional media organizations
- NHC4Me (Email/Text Alert System)
- Social media
  - Twitter
  - Facebook
- Emergency Alert System (CMAS)
Social Media Used During Response

- Hurricane Irene (2011)
  - Social media component incorporated into EOC operations
  - Tweets on Twitter
  - Facebook status updates
  - Up-to-the minute/real-time information sharing
  - Able to use conversational style and tone to hone key message (really no need to be out driving, but remember non-working traffic signals should be treated like a 4-way stop, etc.)
Twitter Utilization During Response

- **Primary Accounts**
  - @NewHanoverCo
  - @NHCEM

- **Twitter Alerts & Updates**
  - 300% “Follower” Increase
  - 204 Total Tweets
  - 101 Re-tweeted, 279 Times
Facebook Utilization During Response

- **Primary Account**: facebook.com/NewHanoverCo

- **Facebook Status Updates**
  - 76,440 Post Views
  - 565% “Like” Increase
  - 34 Comments
YouTube Utilization During Response

- Primary Account
  - youtube.com/NHCTV

- YouTube Content
  - 6 Videos Produced
  - 5,667 Total Views

Click to View EOC Time Lapse
flickr Utilization During Response

- **Primary Account**
  - NewHanoverCo

- **flickr Content**
  - 19 Published Photos
  - 235 Photostream Views
Other Social Media During Response

- NHCGov Website
  - Home Page Views: 41,509
  - Live EOC WebStream: 1,969

- GovDelivery Distribution
  - Additional Subscribers: 353 in 1 Day
  - Total Subscribers: 1054
  - 36 News Releases = 37,944 Emails Distributed
Enhancements for 2012

- Joint Information Center
  - JIS/JIC Plan Implemented
- Joint Information Center Public Website
  - emergency.nhcgov.com
- NHC-TV “Wall-to-Wall” Emergency Information
  - Storm Tracking Information
  - Shelter Information
  - Joint City/County Emergency Updates
Welcome to Emergency Information for NHC!

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The New Hanover County Emergency Information site is your best source for timely and accurate information when emergency conditions exist in New Hanover County. This site will be updated in the case of an emergency situation that affects residents of New Hanover County, North Carolina.

You may also see this site referenced as the New Hanover County Joint Information Center (JIC) site. The JIC is a collaboration between local emergency management partner organizations designed to keep you informed before, during and after emergencies.

Posted in General
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