



2012 ECU Hurricane Workshop

New Hanover County Social Media & Emergency Communication



Social Media is . . .

The Facebook logo, consisting of the word "facebook" in white lowercase letters on a blue rectangular background.

facebook.

The YouTube logo, featuring the word "You" in black and "Tube" in white inside a red rounded rectangle.

You Tube

The Twitter logo, featuring a blue bird icon above the word "twitter" in a light blue, rounded font with a white outline.

twitter

The Flickr logo, featuring the word "flickr" in a blue, rounded font with a white outline, and the letter "r" in pink.

flickr™



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



twitter

NHC Emer Mgmt @NHCEM 26 Aug
ALERT: New Hanover County Emergency Public Information Center is now open. (910) 798-6800. Spanish (910) 798-6808. #NCIrene #Irene #nhcgov
Expand

NHC Emer Mgmt @NHCEM 26 Aug
Voluntary evacuations started at 6am for New Hanover. Beach front & low lying areas are strongly encouraged to evacuate. #NCIrene #nhcgov
Expand

NHC Emer Mgmt @NHCEM 26 Aug
UPDATE: New Hanover County shelters will open at 3pm. Dorothy B. Johnson & Noble Middle School. #NCIrene #Irene #nhcgov
Expand Reply Retweet Favorite

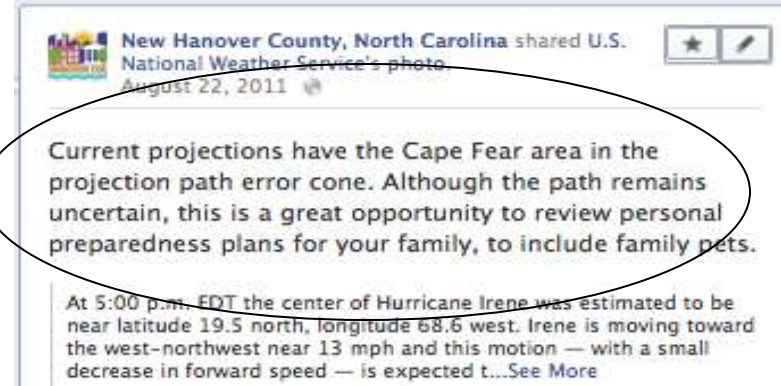
NHC Emer Mgmt @NHCEM 26 Aug
The latest information regarding New Hanover County can be found on our website. Check often <http://ow.ly/6doas> #NCIrene #nhcgov
Expand

NHC Emer Mgmt @NHCEM 26 Aug
ALERT: Local officials to meet in 15 minutes to evaluate current response. Live tweets to come with the latest info. #NCIrene #nhcgov #Irene
Expand

NHC Emer Mgmt @NHCEM 26 Aug
ALERT: New Hanover County is now under a State of Emergency

Facebook Utilization During Response

- Primary Account
 - facebook.com/NewHanoverCo
- Facebook Status Updates
 - 76,440 Post Views
 - 565% “Like” Increase
 - 34 Comments



facebook

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



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nhcTV

Other Social Media During Response

- NHC Gov 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

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nhcTV



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

JIC: *emergency.nhcgov.com*

 **Emergency Information**
New Hanover Emergency Operations Center 

Joint Information Center . Emergency Operations Center . 220 Government Center Drive . Wilmington, NC 28403 . (910) 798-6800 . Fax: (910) 452-6159

Home | **Preparedness** | **Brunswick Nuclear Plant** | **Partners**

> Who to Call?

Emergency
9-1-1

Public Information
(910) 798-6800 - English
(910) 798-6808 - Español

Progress Energy
(800) 419-6356

Water/Sewer Emergencies
(910) 332-6565

UNCW Emergency Info
(910) 962-3991
(888) 657-5751

CFCC Emergency Info
(877) 799-2322

> Emergency Management via Twitter

- > [NHCEM: WX ALERT: Severe Thunderstorm Warning for Northern New Hanover County until 4:15PM. #nhcgov #ncwx](#) May 22, 2012
- > [NHCEM: NHCgov: Emergency Officials Monitoring Tropical Storm Alberto http://t.co/zLvWFPZB #nhcgov #nwx](#) May 20, 2012

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](#)

> Active Wx Alerts

- > There are no active [watches, warnings or advisories](#)

> Emergency Alerts!

Subscribe here to receive New Hanover County's Emergency Email Alerts

1. Subscription Type
Email

Email Address

> Categories

- > [General](#) (1)



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