News Releases
10 Storm Preparation
9 Storm Response
90+ Recovery Efforts

Topics
✓ EM preparations
✓ Shelters, evacuations
✓ Disaster declarations
✓ Storm damage summary
✓ DRC Operations
✓ Disaster Assistance info
✓ Recovery Aid Summary

Press Briefings
5 Storm Preparation
5 Storm Response/Recovery
NCEM Information Sharing

www.ncem.org

Storm/Recovery Stats
Disaster Unemployment
Housing Assistance
Food Assistance
Disaster Recovery Center
Local Governments
News Releases
Agency Links

SPARTA/WebEOC
NCEM Social Media Use

Facebook

- Storm Track
- Family preparedness tips
- Disaster assistance info
- Uptick during TS Alberto
@NCEmergency

- Increased <100 to 1600+
- RT: local EM info
- Popular topics:
  - Impacts
  - Shelter status
  - Roads/Power conditions
  - Evacuations
  - Disaster Assistance
EM Community/Media Interaction

Challenges

- Timely local updates
- Limited local PIOs
- Media mixed messages
- National media requests

Lessons Learned

External

- Getting info to survivors
- Plan for tours

Internal

- PIO Info shared via WebEOC
- Dedicated SM Team
- Dedicated web manager