

NCEM Traditional Media Use

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](#)

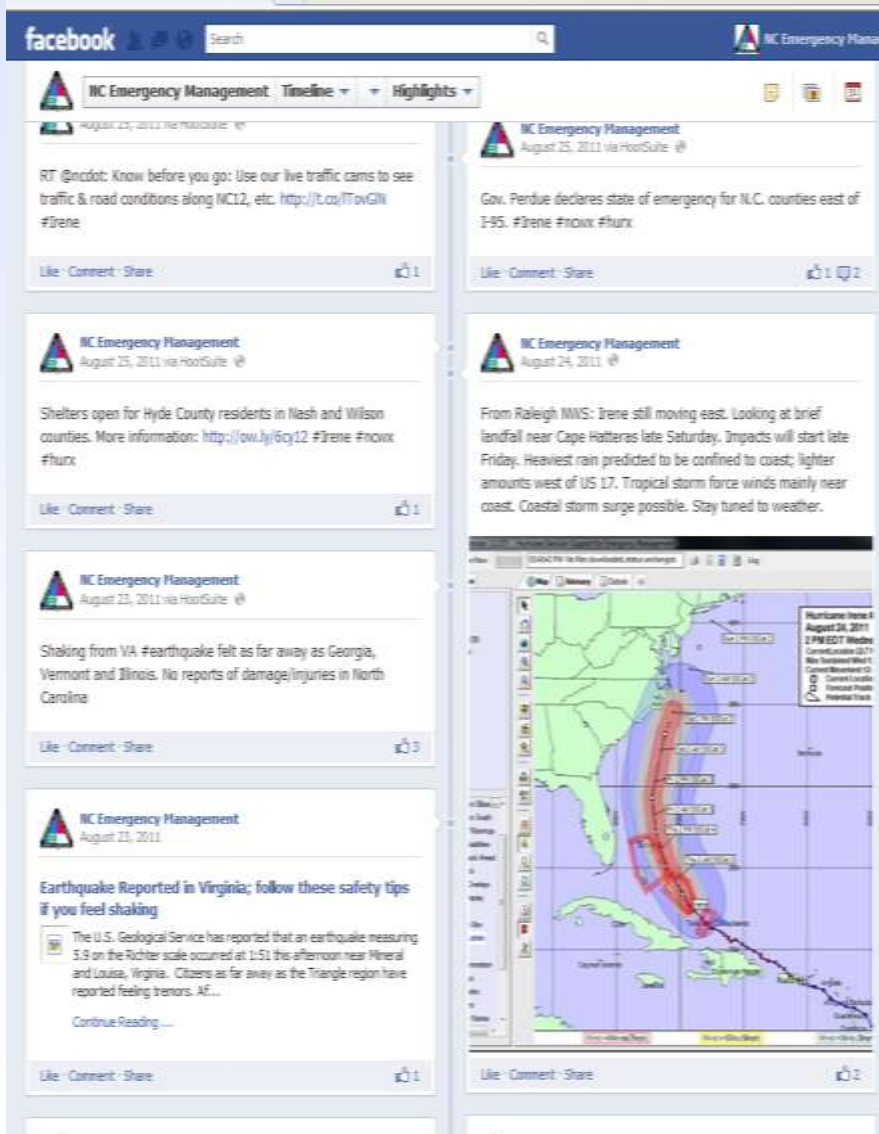
The screenshot shows the NCEM website interface. At the top, there is a navigation bar with links for Home, About Us, For Citizens, For Employees, Offender Search, News Releases, and Jobs. On the right side of the navigation bar, there is a yellow button labeled "Active Alerts (5)".

The main content area is titled "Hurricane Irene" and is dated "by the Numbers (as of December 1, 2011)". It is divided into several sections:

- Recent Disasters:** A sidebar menu with "Hurricane Irene 2011" selected, and other options like Businesses, CountyEM Contacts, Disaster Loan Outreach Centers, Disaster Unemployment Assistance, Donations & Volunteering, en Español, FEMA Letters, Food Assistance, Housing Assistance, Local Governments, Lost Document Replacement, and News Releases.
- Storm Overview:** A paragraph describing the hurricane's impact on North Carolina, mentioning sustained winds of 115 mph and storm surge.
- Damage Overview:** A list of statistics including 7 deaths, 81 shelters, 660,000 power outages, and 270 closed roads.
- Recovery Assistance:** A list of statistics including 38 counties approved for federal assistance, 37 counties approved for local government assistance, 31 Disaster Recovery Centers, 35,034 people registered with FEMA, 17,666 residents visited Disaster Recovery Centers, 27,170 damaged homes inspected, \$30.5 million in federal grants, and \$36.9 million in SBA loans.

On the right side of the page, there is a contact information section for Governor Perdue's toll-free hotline, a "Please visit these websites for more recovery information:" section with logos for DisasterAssistance.gov, NC Disaster Relief Fund, and North Carolina Department of Insurance, and a "Progress Energy" logo at the bottom.

NCEM Social Media Use



The screenshot shows the Facebook interface for the NCEM (North Carolina Emergency Management) page. The page header includes the Facebook logo, a search bar, and the page name 'NCEM Emergency Management'. The main content area displays a timeline of posts from August 2011. The posts include:

- A post from August 25, 2011, titled 'Gov. Perdue declares state of emergency for N.C. counties east of I-95. #Irene #NCEM #Hurx'. It includes a link to a website and has 1 like and 2 comments.
- A post from August 24, 2011, titled 'From Raleigh MMS: Irene still moving east. Looking at brief landfall near Cape Hatteras late Saturday. Impacts will start late Friday. Heaviest rain predicted to be confined to coast; lighter amounts west of US 17. Tropical storm force winds mainly near coast. Coastal storm surge possible. Stay tuned to weather.' It has 1 like and 2 comments.
- A post from August 23, 2011, titled 'Shelters open for Hyde County residents in Nash and Wilson counties. More information: http://ow.ly/6cy12 #Irene #Hurx'. It has 1 like and 2 comments.
- A post from August 23, 2011, titled 'Shaking from VA #earthquake felt as far away as Georgia, Vermont and Illinois. No reports of damage/injuries in North Carolina'. It has 3 likes and 2 comments.
- A post from August 23, 2011, titled 'Earthquake Reported in Virginia; follow these safety tips if you feel shaking'. It includes a link to a website and has 1 like and 2 comments.



Facebook

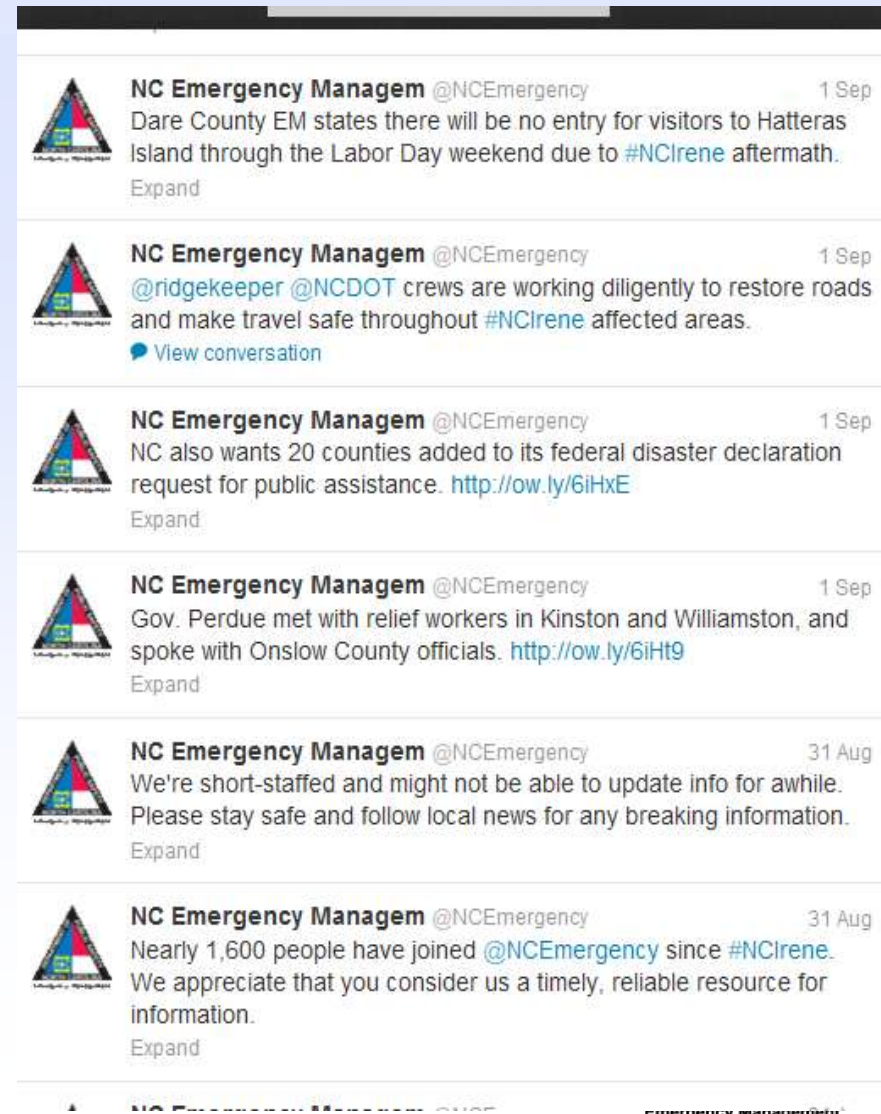
- Storm Track
- Family preparedness tips
- Disaster assistance info
- Uptick during TS Alberto

NCEM Social Media Use



@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