

Welcomes

- * Merni Fitzgerald
 - * Regional Emergency Support Function 15 Chair
 - * Fairfax County Director of Public Affairs
- * Laurie Schintler
 - * Associate Professor, GMU School of Public Policy
 - * Associate Director, Center for the Study of International Medical Policies and Practices



Kick Off Facilitated & Group Discussions

* Led by Kim Stephens, Social Media Researcher and Blogger

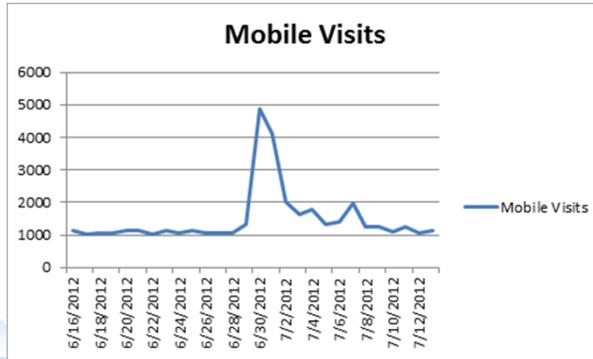


Panel: PIOs and Media in a New Era

- * Tony Castrilli, City of Alexandria
- * Julie Parker, Prince George's County Police Department
- * Topper Shutt, WUSA 9 Meteorologist
- * Scott Broom, WUSA 9 Digital Correspondent



City of Alexandria Mobile Visits June 16 - July 12



- Julie Parker** @PGPDJulie 30 Jun
 Tweet me major intersections in need of #police direction pls. We are working to ensure coverage county-wide. #traffic
 Expand
- Jessica Parj** @essicamparj 30 Jun
 @pgpdjulie laurel Bowie rd and Annapolis rd
 Collapse Reply Retweet Favorite
 11:51 AM - 30 Jun 12 via Mobile Web - Details
- Kristen Plumley** @Kristenplum 30 Jun
 @pgpdjulie Every intersection on 301 from Crofton to Bowie
 Collapse Reply Retweet Favorite
 11:38 AM - 30 Jun 12 via TweetCaster for iOS - Details
- Monica Byrd** @babybashbling 30 Jun
 @PGPDJulie Route 301 intersection (near Bowie Stadium) #traffic #needpolicedirection
 Collapse Reply Retweet Favorite
 11:47 AM - 30 Jun 12 via Twitter for iPhone - Details
- Monica Byrd** @babybashbling 30 Jun
 *@PGPDJulie: @babybashbling Help is on the way." Thank you!
 Collapse Reply Retweet Favorite
 1:38 PM - 30 Jun 12 via Twitter for iPhone - Details





Lisa Holt @BalloonLisa 30 Jun
@MrLJr @pgpdnews @pgpdjulie Drove through that intersection an hour ago. I appreciated their help!!!! Thank you #PGPD
[View conversation](#)

Julie Parker @PGPDJulie 30 Jun
#PGPD midnights shift still working, held over to help w/ #traffic management at some mjr intersections that are w/o pwr. #weather
[Expand](#)

darcy spencer @darcyspencer 30 Jun
@PGPDNews: #PGPD assists motorists as they navigate through the intersection at Balto Ave and East West Hwy #traffic
pic.twitter.com/FgiTKkXf
[Expand](#)



“Spark” Presentations, Part 1

*Short, quick presentations about key topics.



DHS Virtual Social Media Working Group

Community Engagement



YouTube

flickr

LinkedIn

Introduction

- Social media and collaborative technologies have become critical components of emergency preparedness, response, and recovery.
- Officials now turn to social media technologies to share information and connect with the community during all phases of a crisis.
- Implementing these new technologies requires that responding agencies adopt new communication strategies and engagement methods.

Purpose

- In response, the U.S. Department of Homeland Security's Science and Technology Directorate (DHS S&T) established the virtual social media working group (VSMWG).
- The mission of the VSMWG is to provide recommendations to the emergency preparedness and response community on the safe and sustainable use of social media technologies before, during, and after emergencies.

Purpose

- Drawn from a cross-section of subject matter experts from local tribal, state, territorial, and federal VSMWG members responders are establishing and collecting best practices and solutions that can be leveraged by responders of all disciplines throughout the nation's emergency response community.

Goals Of Engagement

- **To Encourage Individual Connectivity and Promote Community Resources**
- **To Build and Promote Agency or Organization Credibility**
- **To Promote and Encourage Efficiency and Transparency**

Goals Of Engagement

- **To Encourage Multi-Directional Sharing of Essential Information**
- **To Encourage Behavioral Change**

Benefits of Social Media

- Facilitate direct agency engagement within a community;
- Provide a means to maintain situational awareness about emergency events and partnership opportunities;
- Provide an additional method to disseminate emergency public information;

Benefits of Social Media

- Provide a method for evaluation of public information;
- Provide a means for the community to engage in problem solving; and
- Provide a means to meet and manage public expectations.

VSMWG Members' Agencies as of April 2012

- American Red Cross
- Bellingham [Washington] Fire Department
- Boynton Beach [Florida] Police Department
- Centers for Disease Control and Prevention, Office of Public Health Preparedness
- City of Charlottesville [Virginia] Fire Department
- Clark [Washington] Regional Emergency Services Agency
- Fairfax [Virginia] County Public Affairs
- Federal Emergency Management Agency (FEMA) Office of External Affairs
- Fort Bend County [Texas] Health and Human Services
- Humanity Road
- King County [Washington] Department of Emergency Management
- New York City [New York] Office of Emergency Management
- City of Milwaukee [Wisconsin] Police Department
- Montgomery County [Maryland] Fire and Rescue
- Philadelphia [Pennsylvania] Office of Emergency Management
- Philadelphia [Pennsylvania] Department of Public Health
- Portland [Oregon] National Incident Management Organization, U.S. Forest Service
- Oregon Voluntary Organizations Active in Disaster (VOAD)
- San Francisco [California] Department of Emergency Management
- Show Low [Arizona] Fire Department

Info

Site: www.communities.firstresponder.gov

Group Hash Tag: #vsmwg

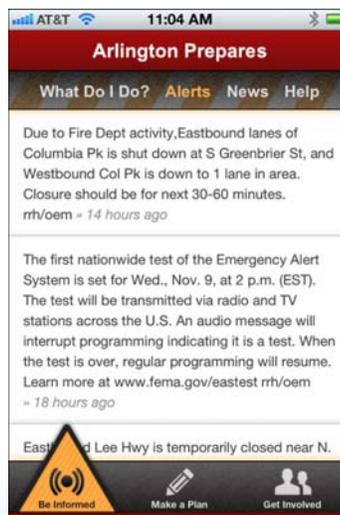
Friday Tweet Chats: #smem

Arlington Prepares

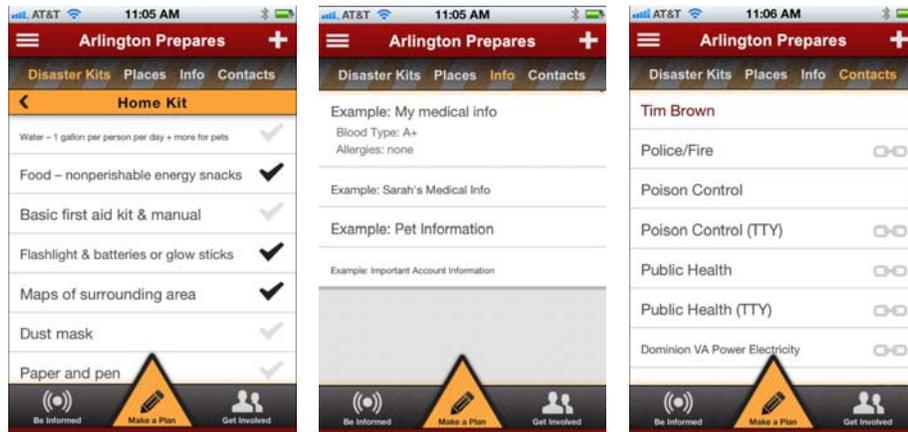


*Staying Prepared and Informed
Everywhere You Go*

Be Informed



Make a Plan



21

Get Involved



22

Android Market and Apple "App Store"



23

1st CERT training in
American Sign
Language in DC
July 10, 2012





Working Lunch

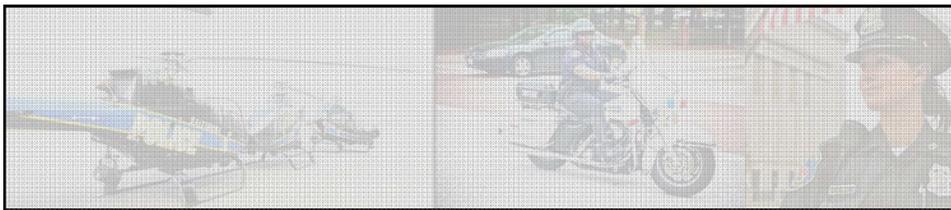
* Led by Kim Stephens, Social Media Researcher and Blogger



Practical Social Media Uses in Public Safety

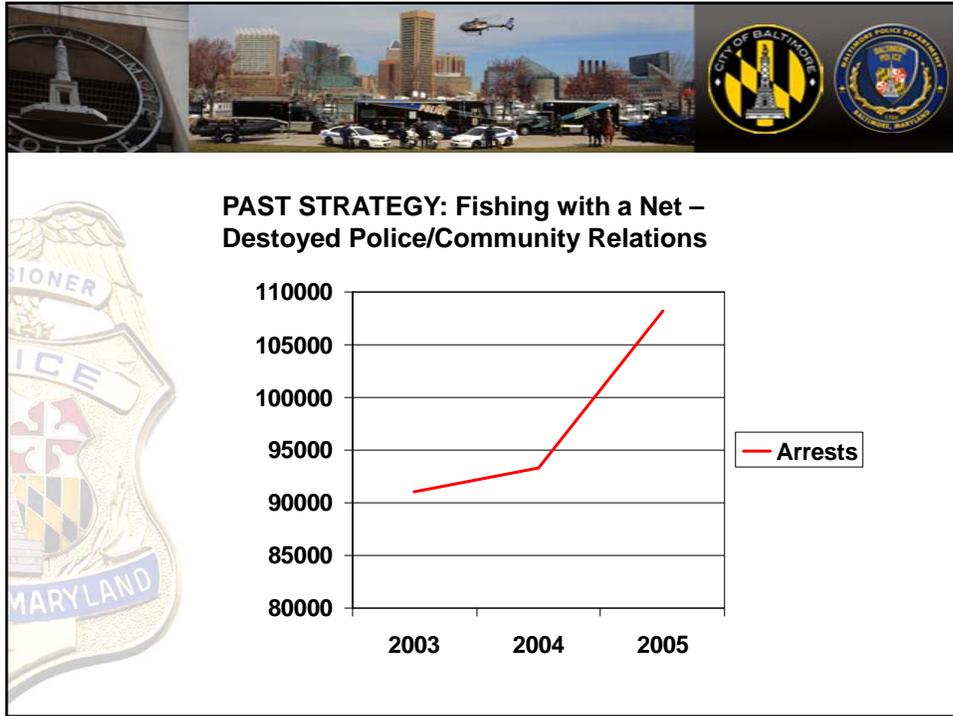
* Anthony Guglielmi, Baltimore Police Department





**BALTIMORE POLICE DEPARTMENT
OFFICE OF THE POLICE COMMISSIONER
PUBLIC AFFAIRS SECTION**







2008: Major Shift in Police Strategy



Foster Better Community Relations Through Use of Social Media





Baltimore Police 
@BaltimorePolice
Official site of the Baltimore Police Department, 8th largest police agency in the U.S. For more information contact BPD Public Affairs: 410-396-2012
Baltimore, MD <http://www.baltimorepolice.org>

4,473 TWEETS
166 FOLLOWING
21,969 FOLLOWERS

Tweets

- Baltimore Police** @BaltimorePolice 5h
Confirmed Shooting @ 1100 Steelton Avenue, Dispatched @ 1423hrs. SE-DDU notified
- Baltimore Police** @BaltimorePolice 7h
30 Arrests Made in Robbery Sweep, click to watch BPD-TV - ustream.tv/recorded/21384... tinyurl.com/cud3cr9
[View video](#)
- Baltimore Police** @BaltimorePolice 10h
Tune in to BPD TV @ 1230 for police update on weekends arrests, including robbery initiative & latest on investigations baltimorepolice.org/bpd-tv
- Baltimore Police** @BaltimorePolice 12h
Southern District officers make great arrest for armed robbery. Tune into BPD TV at 12:30 for info. baltimorepolice.org
- Baltimore Police** @BaltimorePolice 16h
NED Shooting/Robbery 3500 Sinclair Lane. Female shot during robbery.
- Baltimore Police** @BaltimorePolice 16h
Update: shooting at 4100 Idaho is a confirmed homicide.

Similar to you:
Mayor Rawlings-Blake @MayorSRB
IAFF Local 734 @BCFDL734
Detroit's Most Wanted @Wantedfug...



facebook

Baltimore Police Department

Confirmed Shooting @ 1100 Steelton Avenue, Dispatched @ 1423hrs. SE-DDU notified
@BaltimorePolice on Twitter
via Twitter

Like · Comment
2 people like this.

April Lynn Harlow-stanavich Baltimore has become a very nasty city
5 hours ago · Like

Mike McQuade since when? the 60's?
5 hours ago · Like

Baltimore Police Department shared a link
7 hours ago

30 Arrests Made in Robbery Sweep, click to watch BPD-TV

Baltimore Police Update
www.ustream.tv
Baltimore Police Update: Recorded on 3/26/2012 recorded on USTREAM. Local News

Like · Comment · Share
Lauren LeBrun and 10 others like this.

Annual Officer Appreciation Dinner (29 photos)



LinkedIn Account Type: Basic | Upgrade Anthony Guglielmi Add Co

Home Profile Contacts Groups Jobs Inbox 1 Companies News More Groups Search...

 **Baltimore Police Department**

Discussions Members Promotions Jobs Search Manage More... Sha

Take a minute to set up your open group for success.
[Modify write permissions in Group Settings »](#)
[Edit your Group Rules »](#)

Start a: **Discussion**  Poll

Start a discussion or share something with the group...

Your Activity

Choose Your View **NEW** Show all RSS discussions ▾

 **Baltimore Police's Twitter** twitter.com • 15 hours ago
TODAY'S BPD UPDATE @ 1230pm - Tune in for information on a recent...

[Like](#) [Comment](#) [Flag ▾](#) [More ▾](#)

Most Popular Discussions

 **Islamic Law Conquering the U.S.** homelandsecuritynet.com
Previously, we looked at the spread of Islamic law – shariah – throughout Western civilization, with a focus on how Western Europe already is slipping under its influence. In this segment, the focus is on the United States...
posted 5 months ago

J. Russell Sharpe 5 months ago • This crap is Islamiophobic!! It has no place here in rational discussions of Homeland Security or terrorism!!

Manager's Choice

 Baltimore Police Department is an open group
Anthony Guglielmi

Anthem
BlueCross BlueShield

"For our phone call, you

WLP1AMB11100

Group Statistics

Director
Manager
Entry

CHECK OUT INSIGHTFUL STATISTICS ON THIS GROUP

MEMBERS **3,7**

Google+ Anthony Guglielmi

Search: baltimore police

Anthony

Stream

- Friends
- Family
- Acquaintances
- Following
- BPD Groups
- Notifications

What's hot

- Anthony Guglielmi
- James Carlyle Demp
- Haley Guglielmi
- Erica Banyon
- Christine Ciccotti
- Annie Moore
- Elise Odell
- Jason Hegt
- Michael Carrier
- Paul Cicero

baltimore police SAVE THIS SEARCH

Everything ▾ From everyone ▾ From everywhere ▾

People and pages [View all >](#)

 **Baltimore Police** BPD Groups

Baltimore, MD 21202
Baltimore Police Department
Public Affairs Section
The Baltimore Police Department (BPD) provides police ...

Join the discussion about "baltimore police"    

Most recent Best of

 **Talk Lately** - 11:49 AM - +1'd on talklatelystow.blogspot.com - Public

 **VIDEO: Baltimore Police news conference LIVE today** (03/26/2012) at 12:30pm... (more inside) ?

 They will be talking about weekends arrests, including robbery initiative & latest on investigations. LIVE today at 12:30pm. Metro Crime Stopper - 1-866-710-LOCKUP. Streaming Live by Ustream

YouTube [Browse](#) [Movies](#) [Upload](#)

 **BALTIMORE POLICE DEPARTMENT** [Subscribe](#) 152 subscribers

[Featured](#) [Feed](#) [Videos](#)



Baltimore Police Department- PSA: Larceny From Auto 982
by BPD MEDIA UNIT 3 weeks ago

About BALTIMORE POLICE DEPARTMENT
related link:
bpd's official website:
<http://www.baltimorepolice.org>
JOIN THE FIGHT AGAINST CRIME
1-877-PRIDE-PD
Post a channel comment

[BPD Official Website](#)
[BPD Ustream](#)
[BPD Facebook](#)
[BPD Twitter](#)
Created by [\(Block Us](#)

BALTIMORE POLICE DEPARTMENT
to protect & serve

I save lives EVERY DAY.
What do you do?
join the fight against crime



[Home](#) [BPD TV](#)

BPD TV
By Public Affairs
Wednesday, October 5, 2011; 10:55 am



Off Air [Share](#)

To play video, double-click on the Play button.
(If the video does not appear, then [install the Adobe Flash Player plugin.](#))

WATCH PAST BPD TV EPISODES HERE



BPD's Social Media Network:

	24,249 followers
	7,528 friends
	298,652 channel views
	18,200 subscribers
	150-200 daily viewers



Social Media Lessons Learned...





Johns Hopkins Hospital Shooting



- September 16, 2010, 11:09:51 am
- Callers stated that a shooting had occurred on the 8th floor of the Nelson Building
- Some callers reported that a doctor had been shot
- Paul Pardus of Arlington, VA learns of mother's poor prognosis and shoots doctor before killing his mother and taking his own life





Cell Phone Seizure Explodes on Twitter



- February 15, 2012
- Officers on patrol during bar closings threaten citizen with arrest for video recording police activity
- Within minutes, video posted on Twitter tagging @Baltimorepolice
- National media converges on the issue

LIGHT FOR ALL

THE BALTIMORE SUN

MARYLAND SPORTS ORIOLES BUSINESS LIFE HEALTH ENTERTAINMENT EVENTS OPINION

BREAKING NEWS WEATHER TRAFFIC OBITUARIES GAMES NATION/WORLD WEIRD NEWS MOBILE ALERTS BLOGS PHOTOS

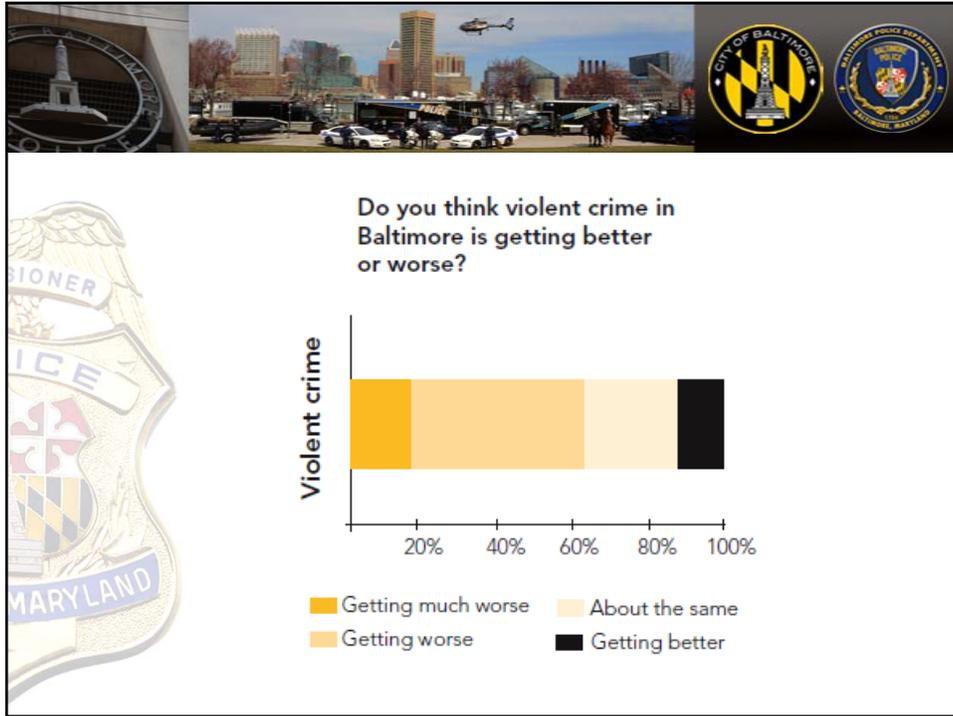
Home → Collections → Police Department

DOJ urges judge to side with plaintiff in Baltimore police taping case

In court filing, Civil Rights Division says Baltimore Police deleting man's videos violates rights

The U.S. Department of Justice's Civil Rights Division has urged a federal court to side with a Howard County man in a lawsuit over his cellphone being seized by Baltimore police at the Preakness Stakes after he filmed officers making an arrest.

The federal attorneys say the lawsuit "presents constitutional questions of great moment in this digital age." They asked U.S. District Judge Benson Everett Legg to rule that citizens have a right to record police officers and that officers who seize and destroy recordings without a warrant or due process are violating the Fourth and 14th amendments.





BALTIMORE POLICE DEPARTMENT

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KEYWORD: Baltimore Police

On the web at www.baltimorepolice.org

The Role of Communication and Social Media in Responding to Emergencies

*Dr. Gary L. Kreps, George Mason University





The Role of Communication and Social Media in Responding to Emergencies

Gary L. Kreps, Ph.D.
University Distinguished Professor
Director, Center for Health & Risk Communication
George Mason University
gkreps@gmu.edu



**Communicating relevant
information to diverse audiences
is critically importance during
emergencies!**



Emergencies are complex, uncertain, and unpredictable:

- ◆ Established rules and guidelines for action may not work very well during emergencies
- ◆ New strategies are needed to adapt to unique, frightening, and equivocal emergency situations
- ◆ Sharing relevant information can help reduce uncertainty and guide adaptive responses to emergency situations

Exchange of relevant and timely emergency information allows us to:

- ◆ Identify serious current and emerging risks
- ◆ Diagnose the causes of crises and disasters
- ◆ Seek and coordinate delivery of assistance
- ◆ Adopt safety and health preserving behaviors
- ◆ Make informed safety & intervention decisions

Demand for relevant emergency information often exceeds access:

- ◆ Timely, accurate, and actionable information is desperately needed by affected publics, as well as by emergency responders
- ◆ The best emergency information provides insights about the interrelated issues of prevention, planning, and response
- ◆ Multiple communication channels are needed to share, store, process, and retain relevant emergency information ★ ★

We need the ability to share (send & receive) information that is:

-
- ◆ Relevant to specific emergency issues we face
 - ◆ Accurate, up-to-date, & evidence-based
 - ◆ Clear & understandable for all key audiences
 - ◆ Engaging, vivid, & motivational
 - ◆ Updated to capture changing conditions
 - ◆ Easy for us to apply in real life
 - ◆ Available when & where we need it ★ ★
 - ◆ Credible, sensitive, and motivational ★

Social media can help meet the demand for emergency information:

- ◆ Social media are powerful channels of communication that are popular, interactive, and engaging
- ◆ However, social media must be used carefully in concert with other channels to be effective since social media are:
 - ◆ Not used by everyone (digital divide)
 - ◆ Uncontrolled (can convey bad information)
 - ◆ Not always available in emergencies

Social media can help deliver emergency information well because they are:

- ◆ Widely used regularly by diverse populations
- ◆ Accessible wherever these people may go
- ◆ Reviewable over time
- ◆ Easily updatable (as new info is available)
- ◆ Utilize multiple formats (digital & analogic)
- ◆ Interactive and reinforcing
- ◆ Personal & motivating (social networks)

Social media can be delivered via:

- ◆ Telecommunication/smart phones
- ◆ Blogs, message boards, & online support groups
- ◆ Podcasts, videos, and interactive video games
- ◆ Webcrawlers and alert system advisories
- ◆ Tailored message systems targeted at individuals
- ◆ Networked interactive portals (through organizations)
- ◆ Virtual environments and simulations
- ◆ Real-time data capture (tracking, alerting systems)
- ◆ Portable computing (tablets, laptops)

Social media can address health/safety issues across the continuum of care

Prevention/Detection/Diagnosis/Treatment/Survivorship/End
-of-life



Social media can be used to:

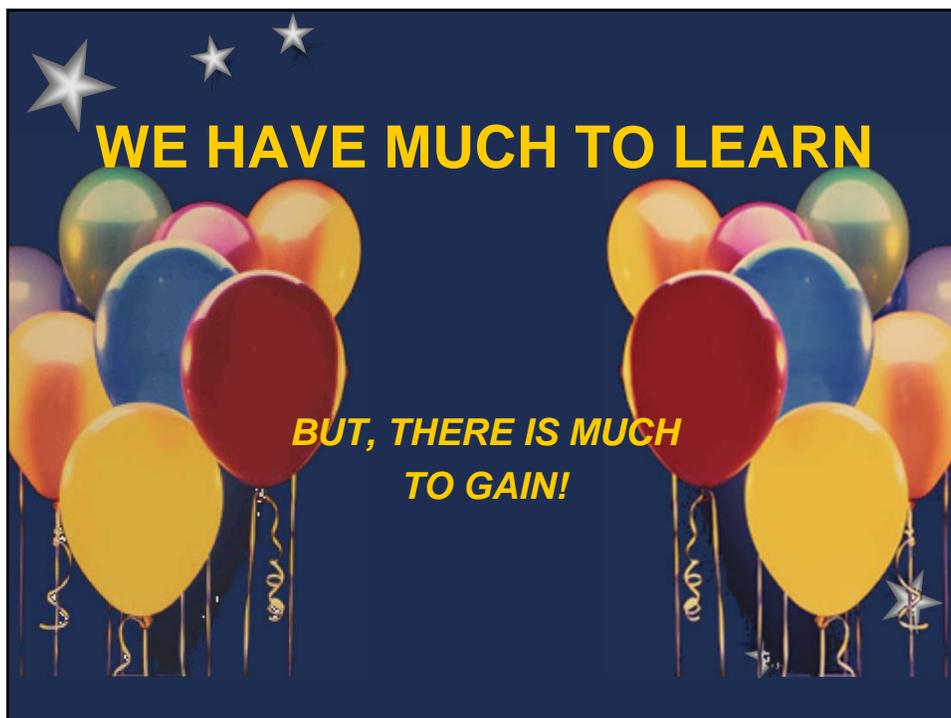
- ◆ Increase focus on prevention & early detection
- ◆ Increase emphasis on public information needs
- ◆ Empower active participation by consumers
- ◆ Solicit information and updates from affected groups
- ◆ Encourage cooperation between key audiences
- ◆ Move emergency response to where it is needed
- ◆ Reduce errors and increase quality of response
- ◆ Inform preparedness, planning, and training
- ◆ Reduce pain, suffering, and death

Challenges in the use of social media:

- ◆ Expand access to emergency information (use with other media)
- ◆ Improve quality of information provided
- ◆ Design appropriate messages for diverse audiences
- ◆ Protect information privacy
- ◆ Ensure the accuracy of information shared
- ◆ Provide information where, when, and how it is needed
- ◆ Make technology ubiquitous and easy to use
- ◆ Enhance consumer empowerment & information ownership
- ◆ Reduce bureaucracy, costs, and red-tape
- ◆ Increase cooperation, caring, and sensitivity
- ◆ Make emergency messaging engaging and motivating
- ◆ Evaluate effectiveness to refine policies/practices

Lessons Learned:

- ◆ Design usable social media communication systems
- ◆ Develop user-friendly emergency social media tools
- ◆ Make emergency social media engaging and interactive
- ◆ Provide appropriate training and support
- ◆ Promote culturally sensitive content & design ★ ★
- ◆ Focus on the family and the community ★
- ◆ Integrate social media with other media channels



“Spark” Presentations, Part 2

*Short, quick presentations about key topics.



Find Your
Twitter Voice

d.

John Lisle, Director of Communications
District of Columbia Department of Transportation
@DDOTDC and @jlisle

Find Your Twitter Voice

- My Voice is **@DDOTDC**
- District Department of Transportation
- Yes... it's official... really



In The Beginning

- DDOT began using Twitter in March 2009 for **Potholepalooza** campaign
- Then came **Snowmageddon!**



Twitter Voice in my Head

- The first step is acknowledging you have a Twitter problem.
- Keep your hands off my Twitter feed!
- Help! I'm drowning in tweets.

It's All Good

- Twitter is your friend
- Breaks down the bureaucracy. Gives government a more human face
- Allows you to respond quickly on a more personal level
- Can turn potential adversaries into allies

Feedback

It matters! When done well, it turns a faceless monolithic agency into helpful, friendly people trying to do a good job and serve.

YES! It makes a huge difference. Makes you much more accessible, and human.

Downside

- Not everyone wants their Government with a personality
- Funny is good – Mean or insulting is bad
- Have to know the difference

#Winning!

Philosophy: Show a little personality and have fun.
Use Twitter the way people use Twitter.

How is it that the funniest person on twitter is actually a government agency? Love @DDOTDC tweets!

Contact Information:

John Lisle

DDOT

202-671-2004

john.lisle@dc.gov

@DDOTDC or @jlisle

FEMA: Few Lessons Learned...

- Jason Lindesmith
 - FEMA Social Media Lead

A Few Lessons Learned...

- Use your channels to ***say something***
 - Include useful information
 - Write separately for each channel
- Date and time stamping response messages
- Try to “unblur” the lines

Providing information

Blog post with our latest update on #derecho response: www.fema.gov

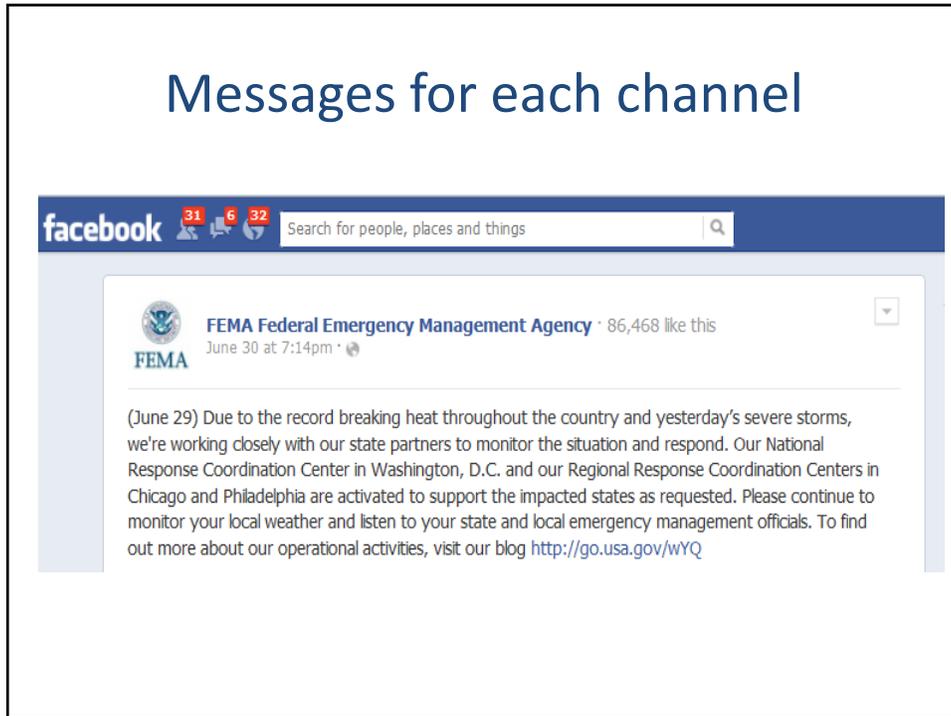
Providing information



6/30 #derecho: we've activated 3 of our Response Coordination Centers as we work with affected states go.usa.gov/wYQ

← Reply 🗑 Delete ★ Favorite

Messages for each channel



Date stamping during a response

Blog post with our latest update on #derecho response: www.fema.gov

Date stamping during a response



6/30 “@fairfaxcounty: What you need to know tonight: 9-1-1, power, water, roads, heat relief & food safety: bit.ly/MJwvdd #ffxstorm”

← Reply 🗑 Delete ★ Favorite

“Unblurring” the lines

(July 3) Latest list of cooling stations - West Virginia: www.westvirginia.gov Ohio: www.ohio.gov

“Unblurring” the lines



7/3 from @WVDHSEM: Updated cooling stations dhsem.wv.gov/news/Pages/def...
These change often so check w/ your local emergency management office

← Reply 🗑 Delete ★ Favorite

Lessons Learned...

- Use your channels to ***say something***
 - Include useful information
 - Write separately for each channel
- Date and time stamping response messages
- Try to “unblur” the lines

Concluding Small Group Discussions and Next Steps

- *Diana Sun, Arlington County
- *Kim Stephens, Social Media Researcher and Blogger

