Fishing for Compliments

Leveraging Social Media to Understand Public Perceptions of Flood Risk – Taste of Social Listening

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Social Listening Overview
The Listening Evolution

Customer/citizen engagement has changed significantly over time, moving from structured interactions to open, unsolicited conversations.

- In the past, companies/governments reached consumers through TV and print ads, and received feedback through customer service call centers or market surveys.
- Today, people use the social web to share with one another to voluntarily express their opinions, good and bad, on products, industries, companies, services, and the alike.
- We now have unprecedented reach, power, and complexity in interacting with consumers/citizens, and if leveraged correctly, can substantially impact brand’s or program’s success.
Adapting for social, and increasingly digital is not incremental. It is fundamental – organizations need a new, agile method to manage their brands.

The digital revolution has resulted in four disruptive forces:
1) rise of the citizen’s voice,
2) fractured experiences,
3) information overload and
4) mobility and anywhere access.

Social media is often a component of the digital change story – social will be embedded into the overall digital story as the driver of sustained, deepened connection between employees, citizens and the brand.

The Changing Social (Digital) Environment
Big Data: Every day, every minute

In only 60 seconds...

- There is new data available we can leverage every minute.
- We can listen to what actual consumers/citizens are saying, uncover themes and overall insights -- to improve business strategy, program delivery, product development, customer/citizen relationships and everything in between.

- 278,000 tweets
- 72 hours of video uploaded
- 41,000 posts per second
- 347 new blog posts
- 3,600 photos per second
And social media is fueling today’s digital consumer/citizen...

- **90%** Consumers and citizens who trust peer recommendations posted on social media sites. (Source: Nielsen Global Online Consumer Survey, 2011)
- **79%** Twitter followers more likely to recommend brands after becoming a follower. (Source: iModerate Research Technologies, 2012)
- **71%** Consumers and citizens more likely to make a purchase based on social media referrals. (Source: HubSpot case study, 2011)
- **70%** Consumers and citizens using social media to listen and learn about other consumer experiences. (Source: Nielsen, "State of the Media: The Social Media Report," 2012)
- **70%** Active online adult social networkers who shop online. (Source: Nielsen, "State of the Media: The Social Media Report," 2012)
Why We Listen

- Companies/governments and their functional teams have different objectives for listening, mostly all come back to the simple truth of wanting to understand their customers/citizens better, and in turn, improve the health of the brand, business, or program overall.

- By functional team, we can consider different objectives and begin to understand how organizations work across function groups to achieve company-wide/agency-wide/program-wide success.

Provide Better Customer/Citizen Service – Improve Social Outreach
- Better customer/citizen support & response rate
- Track sentiment & issues

Identify Influencers
- Work directly with them
- Understand hot topics

Improve sentiment
- Understand needs of existing customers/citizens
- Improve awareness
- Improve brand health

Research & Understand
- Refine public perception of a brand, product, or program
- Discover social landscape
- Identify common terminology

Improve Products & Program Delivery
- Incorporate feedback into products and program
- Improve product development lifecycle and program lifecycle

Public Relations – Mitigate Risks
- Address issues to minimize negative affects
- Understand sentiment of announcements
The Process: Social Intelligence & Listening

- We “listen” as a means to drive action – mitigation action in the case of the Risk MAP Program for example.
- Social Media Listening is a component of Social Intelligence, which enables us to generate insights, resulting in action.

Social Intelligence Process

Collect Social Data

Analyse Content

Deliver Insights

Take action

This is listening, which is the first step in the process.

Analyze data to discover themes, sentiment, source, and region breakouts, and ultimately business/program insights.

Produce a comprehensive listening report containing insights & supporting data.

Programs take action from insights.

And we can start over to determine effectiveness of the changes!
Social Listening Exercise #1

FEMA, Flooding, and Public Sentiment:

April 2014 Southeast Flooding Event (Florida, Alabama, Mississippi, Arkansas)
Executive Summary

Objective:
Perform social listening analysis to understand the FEMA’s social conversation landscape around flood risk and mitigation by demonstrating the value monitoring can bring to stakeholder engagement.

Outcome:
FEMA has well-developed social assets and a significant volume of mentions (~96,500 in over a 30-day period in April), with “flooding” among top conversation topics.

Identified opportunities to improve engagement on social channels and provide customers with “Digital Care” to drive issue resolution.
Volume of mentions about FEMA
30-Day Snapshot

Key Findings:

• **Conversation volume**: More than 96,500 mentions about FEMA during the period: 52% via Facebook, 35% of mentions via Twitter, and 2% via mainstream news.

• **Primary discussion topics**: 7% of mentions, include keyword “flood”.

• **Twitter mentions**: Primarily on shared content surrounding recent events, the impact of changes to flood mapping, and increased insurance rates.

Radian 6 keyword search for FEMA related mentions on social networks, microblogs, forums, mainstream news, images, videos and blogs

Distribution of mentions
FEMA and flooding “association”
Same 30-Day Snapshot

Peak of Southeast flooding
The September 2013 Colorado Floods was a natural disaster occurring in the U.S. state of Colorado.

Starting on September 9, 2013, a slow-moving cold front stalled over Colorado, clashing with warm humid monsoonal air from the south. This resulted in heavy rain and catastrophic flooding along Colorado's Front Range from Colorado Springs north to Fort Collins. The situation intensified on September 11th and 12th. Boulder County was worst hit.
**Volume Of Mentions about FEMA**

**Last 30 Days**

**Key Findings:**

- **Conversation volume:** Nearly 21,000 mentions about FEMA during the period: 33% of mentions via Twitter, 29% via Facebook, and 17% via blogs.

- **Primary discussion topics:** Recent flooding in Colorado, FEMA’s involvement in flood mapping, and corresponding legislation.

- **Twitter mentions:** Primarily on shared content surrounding recent events, the impact of changes to flood mapping, and increased insurance rates.

![Distribution of mentions](image)

Radian 6 keyword search for FEMA related mentions on social networks, microblogs, forums, mainstream news, images, videos and blogs

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Discussions about flood mapping

Summary

• There were more than 6,500 mentions about flood maps.

• Of those mentions, speculation over the grounding of drones and FEMA’s perceived role in that decision generated nearly 2,200 mentions.

• Over 4,300 mentions were about the inaccuracy of flood data and the overall impact to people affected by the flooding.

@justinpickard Justin Pickard
Actually kind of important. Why did FEMA ground a flood-mapping drone In Colorado? motherboard.vice.com/blog/why-did-f...

@FormerUSN FormerUSN4#Cruz
FEMA threatens to arrest volunteer drone operators during Colo. flood relief DailyCaller pos.tGFPiUP @GCP #cot #tbt #TeaParty

LWatson
09/17/2013 at 11:27 pm
It sounds like the drone can provide good work. The problem is that in a large disaster such as this and one of the things that FEMA learned from 911 was that there needs to be a unity of command. Hopefully in the future this technology can be incorporated. In the mean time I would ask people to hold judgement til one fully understands what is going on.
Discussions about flood zones

Summary

- There were more than 2,200 mentions on flood zones and related documentation.

- A common theme in the topic was on a poor experience and frustration deciphering FEMA flood zone charts and associated documentation. Terms pertaining to complexity and usability were common.

Has anyone figured this out yet?


Laura Scalcione I called my insurance agent and got the new rate for POST firm Non–Elevated 2 story at –2 feet below. That put me at about $6300 for full coverage and $5000 deductible. I studied the charts and in doing so, determined that I HAVE NO FREAKIN IDEA OF WHAT THE CHART IS TELLING ME. I see "3.39"– Have no idea what that is and I see no difference for Pre–firm and Post firm. Way to go FEMA!!!

Ronald Veenker I've tried to read it and figure my rates, but I simply cannot understand the definition of categories and the columns on the chart. I understand that it's very technical and I am not a stupid person. I'm post–firm, VE, 19'1" above BFE with nothing built on the slab under the first floor, primary dwelling.
Discussions about Biggert-Waters

Summary

- There were more than 3,200 mentions of Biggert-Waters.
- Social efforts such as “Stop FEMA Now”, as well as organizations at a local level were focused around Biggert Waters.
- Discussions focused on lack of trust over the bill’s intention and unintended consequences of increased premiums. Discussions often sparked outrage with content being shared widely on Facebook and Twitter.

Post from Joe
Inbox me your email for a petition. Yesterdays meetgs in Syracuse with FEMA was a joke and clearly noone cares for us homeowners. Lets send a message that these reforms must be reformed to meet our financial needs and not theirs. Skyrocketing Flood Insurance Rates Bring Financial Chaos, Heartache to Coastal...

Post from Scott Mcpherson
. I am committed to fixing the unintended consequences of the Biggert-Waters Flood Insurance law. Since the law was enacted, we have seen a slew of confusion in FEMA mapping. In addition, many families now face increased costs that will make homeownership so expensive that many would be forced from their...

Post from Kenny Cress
The Biggert-Waters Act was passed to keep FEMA from going broke. Instead, if this act is fully implemented, millions of flood insurance owners could wind up going broke and losing their homes. Some could see their flood insurance premiums rise from the $500 a month they're paying to $5,000-$6,000 a month...

@NewsWorksWHYY NewsWorks
‘Stop FEMA Now’ to rally nationwide Saturday in protest of flood insurance rates dlvr.it/42nplJ

Poked by the gov’t again!
A few weeks ago, our insurance agent called, saying that because of a new law imposed by congress, we needed to have a new elevation certificate done by a surveyor. We had that done, at a cost of over $400, and took it to the insurance agent. She called yesterday morning to inform my wife that due to this new law, our flood insurance is increasing over 300 %!!! Now, keep in mind that this house has never flooded in the 53 years that it's been here, but we're going to be forced to spend over $3000/yr. unless we drastically raise our deductible, or just insure for the amount we owe on the house.
I'm thinking O found a loophole to fund his little pet healthcare project...
Discussions on impact to insurance rates

Summary
• There were nearly 7,800 mentions about increased flood insurance premiums.

• A perceived “lack of affordability,” “unfair increases”, and “outrageous premiums” were key examples of sentiment expressed about the impact to new and existing homeowners in flood zone areas.

• Suspicion of FEMA and the government’s roles in recent changes resulting in forced rate increases have negatively impacted views on “emergency assistance”.

@JonGarbarino Jon Garbarino
In some cases flood insurance rates are going up 4000% because FEMA re-mapped the area - how is that fair????

FEMA Sucks (and Will Suck YOU Dry)!
Out of control FEMA continues to rear its’ ugly head without oversight much the same as the EPA! Effective October 1, 2013, FEMA forced flood insurance rates to prohibitive rate levels in Indiana. This is due in part to several issues including high government operating costs, corruption and graft, as well...

Post from Mark Krivda
I really hate FEMA! I’m not in a flood plane anymore & got the ok from my bank & insurance & FEMA to drop my flood insurance (FEMA raised my premium by over $1,000 a year), and today FEMA sends me a letter saying that my request to cancel my insurance is DENIED! I hate FEMA!

Steven Guida
It would cost me over $150,000 to lift my house, Fema has me by the balls. Cheaper to pay their outrageous premiums, try and pay off my mortgage earlier and then live without flood insurance. Anyone who doesn’t have a mortgage is going to drop out of flood program and then get free $35,000 from fema when they flood.

Melissa Halsted
Now that my property is “worthless” as of today, will I have to pay property tax? When I purchased my modest home in 2008, it was deemed to be “not in a flood zone.” Now with FEMA’s new maps, my home sits 7 feet under what FEMA considers to be the base flood elevation. There has never been a claim made on my home in the entire history of ownership. That doesn’t matter, nobody will be able to afford to purchase it because flood insurance will cost the new owner over 20,000.00 per year.

Joanne Farrington Tornambe
The only people who don’t get paid are the people who rightfully should! Policy holders are left holding the bag with only 20 to 27 cents on THEIR dollars! Disgraceful!!!
Communication with local audiences

Summary

• There were nearly 1,300 mentions about personal interaction with FEMA and communication updates.

• Mentions about personal interaction with FEMA representatives were highly positive. Stories shared primarily via Facebook and blogs.

• Criticism of FEMA about conflicting or inaccurate information was common as local audiences met for resource planning.

• FEMA provided multiple social hubs with resource information, yet sharing of this information appeared to be limited in reach.

Post from Houston Red Cross
Colorado received heavy flooding but rain is in our weather forecast too! What Red Cross app comes to mind that could help you treat a wild animal bit after a flood? Timeline Photos Our partners at the Federal Emergency Management Agency (FEMA) have launched some interesting things in the area of social...

Crowdsourcing Disasters and Social Engagement Multiplied

Author: Shayne Adamski
Crowdsourcing disasters. New social media sites. Centralized places to get into. Our digital team at FEMA has been busy launching a number of new tools to help the public and our partners to prepare for, respond to and recover from disasters. Here's a quick rundown of the new resources:

• FEMA App with the Disaster Reporter feature
• FEMA's Social Hub
• FEMA LinkedIn
• U.S. Fire Administration Facebook

Post from Linda Coleman
An inspector from FEMA came to our house today and gave us straight answers and a list of what had to be done right away since our basement was flooded. We can live with the mess if we know what to do. He was a good man! We have never had to use any agency like FEMA and we were so surprised at the response...

Post from Bill Bedgood
Well, you can't have conflicting information out there. What if what they say doesn't match what FEMA says. That would make FEMA look bad. We can't have that. FEMA Asks Volunteers in Colorado Flood to Stop and Go Home JG Vibes I Private drone rescue team ordered by FEMA to shut down volunteer efforts

Post from Alex Hirsch
Pass along to those affected by the waters in Colorado. Carrie is a colleague. Carrie Iverson From my sister in Colorado.... Folks- I just had a visit from the FEMA inspector and wanted to pass along this information and urge EVERYONE with ANY AMOUNT of flood related damage to register. The presidential...
Sentiment – FEMA and flood mapping

Summary

- Sentiment about FEMA’s flood mapping and participation in coastal flooding events was 78% negative. This was mainly due to changes in flood mapping and resulting increased flood insurance premiums.

- Positive sentiment was 19%, attributed in part to personal interaction with FEMA personnel during the crisis.

Post from Linda Coleman
An inspector from FEMA came to our house today and gave us straight answers and a list of what had to be done right away since our basement was flooded. We can live with the mess if we know what to do. He was a good man! We have never had to use any agency like FEMA and we were so surprised at the response.

Post from Linda Coleman
An add on; those three people I referred to our FEMA staff. Eight people came to us at dawn last Thursday and stayed till dark. They worked nonstop and were laughing and happy and made our flooding a mishap, not a disaster. Thank you!

Post from Pat Humphreys
The flooding continues but, finally no rain to speak of today. Sorry for those who have died. Oh the mess and doubt many had flood insurance and, for the most part, FEMA is a joke. I pray for those folks in the flooded areas that will be safe!

Tommy Holland: Did they really expect FEMA to help after what they did with the eastern seaboard after Sandy, or even what they did for the gulf coast? Those idiots have one thing on their mind and nothing else, vote the Affordable Health Care Act out. Time to vote them all out.

Post from Jan Couch Wiebersick McCown
5 years ago I live a little south of Houston as well as Houston and it is a picture taken in Kemah, about 2 miles from our Condo. FEMA did nothing so the people of Texas did it themselves, while FEMA is still paying for people from New Orleans to live in Houston...
Initial observation of surface issues

Key Observation
The 78% negative sentiment can be attributed to primary factors of:

- Changes to flood mapping and associated increased flood insurance premiums.
- FEMA’s perceived intent and unintended consequences of Biggert-Waters.
- Complexity of flood zone charts and documentation

Key Learning
The majority of FEMA discussions take place on Twitter, Facebook and blogs. There’s little engagement from FEMA on those platforms, presenting an opportunity to correct misperceptions, improve positive sentiment from personal interaction, answer questions, and improve the agency’s profile.

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