Community Outreach in the Digital Age
June 5, 2014
Kamer Davis and Sara Rassi, FloodSmart
Presentation Overview

1. Why social media?

2. Everyday use

3. Implementation
Why Social Media?
Flooding in Boulder, CO

Boulder OEM @BoulderOEM Sep 19
Red Cross will have Disaster Assessment vehicles offering assistance to Lyons for info see this link: ht.ly/p1Yu #boulderflood

Boulder OEM @BoulderOEM Sep 19
The Disaster Assistance center in Boulder will open at 1pm today, for more information see this link: ht.ly/p1fo #boulderflood

Boulder OEM @BoulderOEM Sep 19
Flood Debris Disposal is available for Boulder County residents for more information see this link: ht.ly/p1AgM #boulderflood

Boulder OEM @BoulderOEM Sep 19
Video highlights resources for Boulder County residents to go to for assistance: youtu.be/kg2TJjEVS5I #boulderflood #cofood

Boulder OEM @BoulderOEM Sep 19
The Boulder County District Attorney has issued an advisory to residents please see this link for info: ht.ly/p1oX #boulderflood

Boulder OEM @BoulderOEM Sep 19
Want to help? We are coordinating volunteers and donations through helpcoloradonow.com. Thanks everyone!! #boulderflood

Boulder OEM @BoulderOEM Sep 18
Remember to check BoulderCountyFlood.org or BoulderFloodInfo.net for disaster information #boulderflood

Boulder Office of Emergency Management
There has been some confusion about the boil water advisory that was sent out for the Left Hand Water district. The advisory was for those served by the Left Hand Water district only, if you are served by Left Hand Water district you would pay your bill directly to them. City of Boulder, Gunbarrel, City of Longmont, Town of Lafayette, Eldorado Springs, and Town of Erie drinking water continues to... See More

Boulder Office of Emergency Management shared a link
September 13, 2013
Volunteers and Donations - Please wait until storm/flood threat has fully cleared. Please do not go to evacuation centers. Please visit: www.helpcoloradonow.org or dial 1-2-1-1 for additional information. We understand that many people want to... See More

Boulder Office of Emergency Management shared a link
September 12, 2013
Be smart, safe about contamination dangers with flood-related surface waters and treated drinking water: http://ht.ly/af7ds #boulderflood

Boulder Office of Emergency Management shared a link
September 12, 2013
Residents with wells should assume water is contaminated. Be Safe! Boil water first with these instrux: http://ht.ly/af77A #boulderflood

Are you FLOODSMART?

National Flood Insurance Program
You Should Be More Social

- 73% are on social media
- 71% use Facebook
- 42% use multiple social networking sites
- Most check their sites at least once a day

Pew Research Center’s Internet Project Tracking Surveys, 2012-2013. 2013 data collected August 07 – September 16, 2013. N=1,445 internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.9 percentage points.

http://www.pewinternet.org/2013/12/30/social-media-update-2013/
Why Social Media?

- Speed of dissemination
- Participation in online conversations
- Ability to become a thought leader
- Ability to become a source of information
- Eligible for CRS credit under Activity 330
Everyday Use
Plan it Out

• Creating a plan
• Goals
• Objectives
• Tactics
• Staffing and schedule
• Messaging
• Performance tracking
Facebook and Twitter

- 71% of online adults
- Promote organization

- 18% of online adults
- Quick updates
Facebook and Twitter

- FloodSmart.gov/Partners
- Post consistently but avoid bulk posting
- Respond to followers
- Keep it short and interesting
- Take advantage of increased times of interest
- Use hashtags
- Schedule posts in advance
- Use links and visual content
Infographics

- 90% of information we remember is based on visual impact
- Infographics easily collect and organize data
- They’re extremely shareable
- Find this on FloodSmart.gov/Partners
Shareable Content

The Cost of Flooding Tool

Only 2 inches of water can cost thousands of dollars in damages, as this re-usable, interactive tool illustrates. This tool is designed especially for agents, and engages customers without linking them away from your site.

The Tool  Website Code

7 inch flood

Total Losses: $11,480 00

Replace Some Furniture

$1,700

Computer, Accessories

$800

Some CDs, and Books

$700

Repaint Interior

$330

Are you FLOODSMART?
Shareable Content
Implementation
Implementation

- Believe in social media
- Build a team of others who believe in it
- Work hard to implement it
Tracking Performance

- Monitoring is vital to a campaign’s success
- What seems to work the best? What needs improvement?
- Number of followers vs. interaction with followers
Summary

• Have a plan

• Be mindful about the platforms you are on and don’t stretch yourself too thin

• Your content should be as concise, visual, and shareable as possible

• Social media is a 2-way conversation

• Have a dedicated person or team

• Monitor the performance of your social media platforms regularly.
Questions?

Mary Jo Vrem
FEMA FloodSmart
Program Manager
202-212-4727
maryjo.vrem@fema.dhs.gov

Kamer Davis
FloodSmart
202-262-3537
kdavis@leapfrogit.com

Sara Rassi
FloodSmart
703-539-6610
srassi@leapfrogit.com