



Crisis Communications and Social Media

American Red Cross

Amy Greber | amy.greber@redcross.org | @amyswrite



67% of American adults get news on social media.

A black and white photograph of three people smiling. On the left, a woman with dark, curly hair is wearing a dark jacket and holding a donut. In the center, a man with glasses and a mustache is wearing a military-style helmet and holding a donut. On the right, another man is wearing a military-style helmet and holding a donut. They are all smiling and looking towards the right. The background shows a window with horizontal blinds. A white text box is overlaid on the bottom right of the image.

People trust
messages from
friends 5x more
than brands.

60% of users post content they haven't even read.





47% of social media users surveyed have used these channels to access information during an emergency, disaster or severe weather event.



More than half (55%) of respondents would use social media in an area-wide emergency to let friends and family know they were safe.





36% believe it should take less than 1 hour for help to arrive after posting a need on social media.

In general, many users...

- Want immediacy, relevance and transparency.
- Get at least some of their news from social media.
- Trust what their friends say more than what you do.
- Don't always read what they pass along.
- Are RIGHT. (And you are WRONG.)

The Challenge

Given today's social media landscape, how can we best manage a crisis?

- **Prepare**
- **Respond**
- **Recover**

Prepare

- Monitor regularly.
- Cultivate strong, loyal communities.
- Build relationships with influencers.
- Help your communities prepare.
- Anticipate the most common issues.
- Identify your crisis response team.



**American
Red Cross**

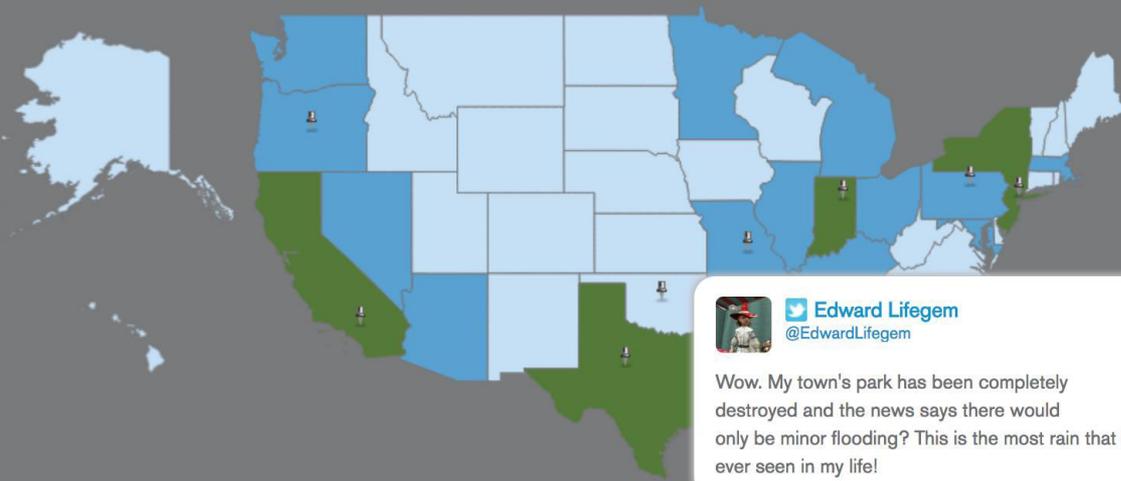


American Red Cross

Heat Map Activity around Flood from the last 12 hours



salesforce



505 Tweets in the last 12 hours
1,010 daily average

- No data
- Under 3
- 3 to 40
- 40 to 80
- Over 80

 **Edward Lifegem** @EdwardLifegem 23m

Wow. My town's park has been completely destroyed and the news says there would only be minor flooding? This is the most rain that I've ever seen in my life!

Global Tweets

 **Edward Lifegem** @EdwardLifegem 23m

Wow. My town's park has been completely destroyed and the news says there would only be minor flooding? This is the most rain that I've ever seen in my life!

 **Lakota Law Project** @lakotalaw 42m

[#StandingRock](#) tribal members pay the highest electricity rates in all of the Dakotas. Even though the Army Corps promised them free



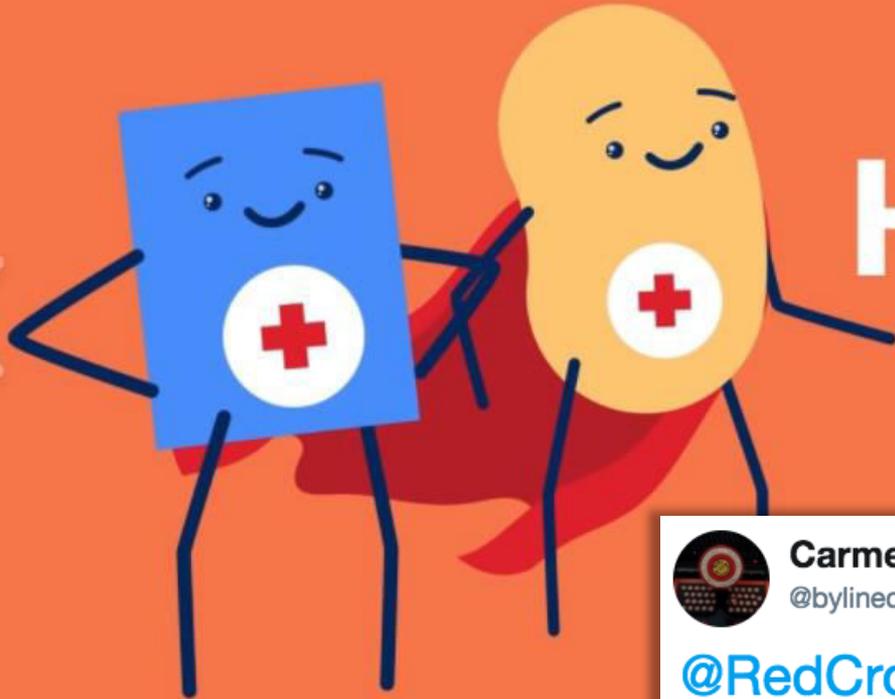
 **Danny-boy** @Danny_mijo 38m

[@animatedbreak](#) [@summit1g](#) Yeah, I'm fine, man. I just stubbed my toe. Be careful, man. Be careful. Wear shoes in the house. Safety. Safety first, then teamwork...

 **kristin atchley** @KristinAtchley 39m

Hey [#oklaed](#) be weather aware today! Get your tennis shoes, phones charged, and go-bags ready! Hate this time of the year, but if we are prepared, we are doing...

SOCIAL HEROES



Digital Volunteers:
help during disasters



Carmela Burke

@bylinecarmeLA

@RedCrossVentura actively working w/ local agencies re #ThomasFire. Please follow all evac orders from local officials. If you have time, grab the following items for your go kit: fw.to/syQ6wuH cc @PrepareSoCal

EMERGENCY PREPAREDNESS

Build a disaster kit!



Start with non-perishable, easy-to-open food and 1 gallon of water per person per day (3-day supply for evacuation, 2-week supply for home).

Add a first aid kit, medications, a flashlight, extra batteries, comfort items and hygiene products.

Include necessary supplies to care for infants, those with special medical needs and family pets.

...supplies list, visit [redcross.org/kit](https://www.redcross.org/kit).



Alabama Red Cross added 3 new photos.

March 19 at 7:33pm · 🌐

Baseball size hail is a large threat we are seeing today and into the evening hours in Alabama. Forecasters have issued a tornado watch and a severe thunderstorm warning for parts of the state as well. Hail this size can cause damage to property, homes, and vehicles. Please stay weather aware and utilize your preparedness plans to keep your family safe. Here are a few tips to help you prepare.



**American
Red Cross**

When a disaster strikes,
we all want to help.

Cash is the most helpful gift.

I have lots of used clothing, dishes plus new and used school supplies and backpacks I want to **donate**. Does your organization take items as such or know someone that does?



I have a bunch of toys and stuff to donate I have no way of hauling would there be an organization that could pick up

Respond

- Be part of the solution.
- Publish regular updates.
- Listen and respond to audiences.
- Share insights with stakeholders.
- Empower your online communities.
- Don't feed the trolls.



**American
Red Cross**



American Red Cross

@RedCross

#RedCross is providing shelter, meals & comfort to people impacted by **#Harvey**. To find a location: rdcrss.org/2iCVOc8 or 1-800-REDCROSS

If you are in a life-threatening emergency due to Hurricane Harvey, please call trained emergency rescue professionals.

9-1-1

U.S. Coast Guard:

281-464-4851

281-464-4852

281-464-4853

281-464-4854

281-464-4855

10:19 AM - 28 Aug 2017

11,909 Retweets 18,400 Likes



American Red Cross

Published by Salesforce Marketing Cloud [?] · August 28 ·

Hi everyone - an important reminder that the Red Cross is providing shelter, meals and comfort to people impacted by Hurricane Harvey. If you need to find a location near you, please visit: redcross.org/shelter or call 1-800-RED-CROSS. If you find yourself in a life-threatening emergency due to this storm, please call 9-1-1 or the United States Coast Guard at 281-464-4851 (4852, 4853, 4854, 4855). Thank you and please take care!

If you are in a life-threatening emergency due to Hurricane Harvey, please call trained emergency rescue professionals.

9-1-1

U.S. Coast Guard:

281-464-4851

281-464-4852

281-464-4853

281-464-4854

281-464-4855

1,226,631 people reached

Boost Post

Like Comment Share

Sara L Tyger, Daniel JL and 1.4K others

Top Comments

3,805 Shares

199 Comments

Hurricane Harvey - Red Cross Response

Secret Group

About

Discussion

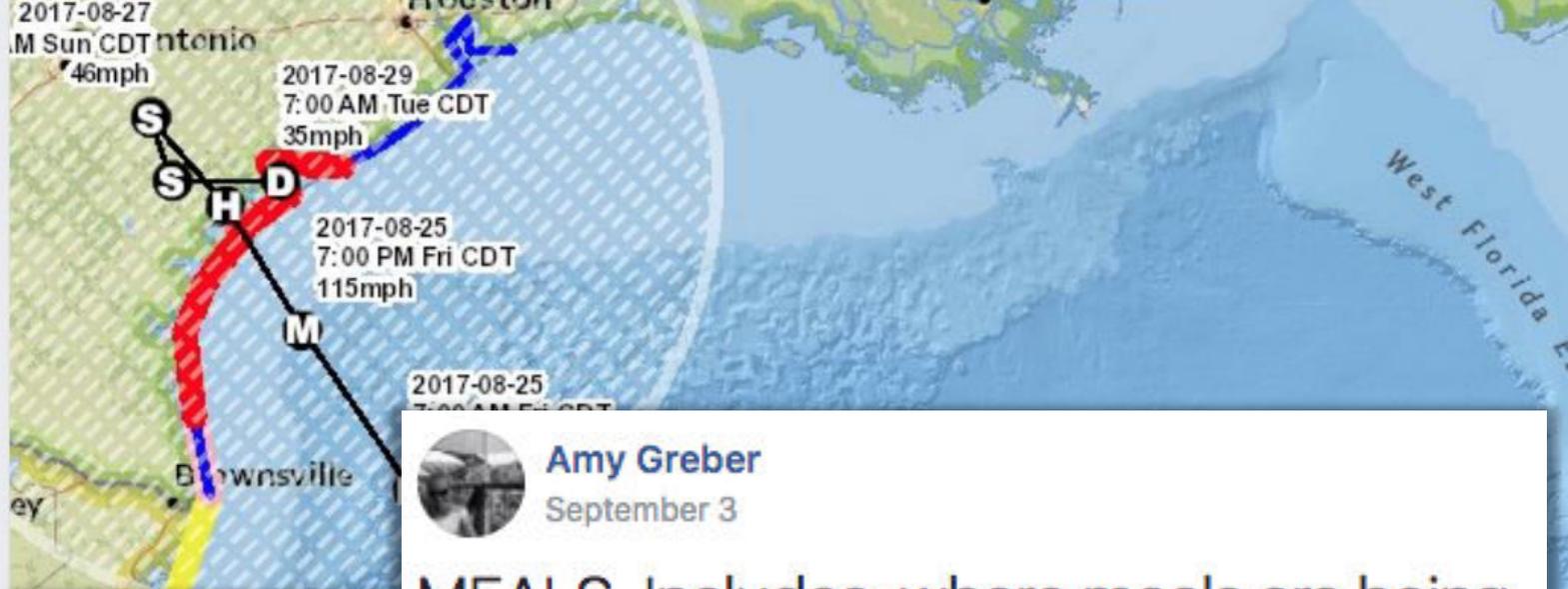
Members

Events

Videos

Photos

Files



 **Amy Greber**
August 24

 **Amy Greber**
September 3

MEALS. Includes: where meals are being delivered, quality of meals, etc.

 **Amy Greber**
August 24

SHELTERS. Includes: shelter locations, available services, policies

VOLUNTEERING. Includes: how to volunteer, who can volunteer, etc.

The Future of Misinformation

Experts are warning that whether the spread of false information will see a reduction or a resurgence of misleading news.



Krista Kennell / Science

The Grim Reality of the Largest

Falsehoods are spreading on Twitter, peaking deeper in the network.

TECHNOLOGY

It's True: False News Spreads Faster Than Truth And Humans



Speaking of Science

Fake news spreads 'farther, faster, deeper' than truth, study finds

By Ben Guarino

March 8, 2018 at 2:00 PM



Fact Check: Did the Red Cross Serve This Meal to Hurricane Irma Victims?

Full Report: snopes.com/red-cross-ha



Zahin Hasan <http://okcfox.com/.../familys-anger-over-school-lunch...>

If you're going to spread falsehoods, try not to use an image that's easy to reverse image search.



Family's anger over school lunch reveals more widespread issues

OKCFOX.COM | BY KOKH FOX 25 NEWS, OKLAHOMA

Like · Reply · Remove Preview ·  1 · 1 hr

ATTENTION
Red Cross



Hana Kim ✓

@hanamkim

Follow



Someone just dropped off gold high heels to @RedCross. Intention is good but not what TX people need @Q13FOX





Like Comment Share



754

Realtime Comment

344 Shares



Jim Coe · 7:11 Great video showing how the Red Cross and Tennessee Baptist Disaster Relief are working together in Texas.

Like · 4 · September 5 at 11:55pm



Fran Gerety Eriksen · 7:03 Thank you for giving of yourself to help ❤️❤️❤️❤️❤️

Like · 4 · September 5 at 10:33pm



Doris Wong · 6:59 🏋️🏋️👍👍🌸🌸🌈🌈

Like · 4 · September 5 at 10:33pm



Write a comment...



American Red Cross

Cheat Sheet

1. Information gap?

Seek greater context with verified sources. Be part of the solution.

2. Battling rumors?

Locate the source. Let people know you're taking it seriously.

3. They don't believe you?

Mobilize your supporters and share third-party opinions.

Recover

- Offer advice on recovery.
- Provide updates on progress.
- Show stories of those we're helping.
- Share how audiences can assist.





Severe Weather Awareness Week: What to do After a Disaster?



AMERICAN RED CROSS SOUTHEAST LOUISIANA · FRIDAY, MARCH 10, 2017

Severe storms have been rampant across the South these first few months of 2017. Louisiana Louisiana felt this impact in especially hard early February after a string of tornadoes destroyed hundreds of homes across the Southeast part of the state.



American Red Cross

about 3 months ago · 🌐

Thanks to your generous donations, the Red Cross has been able to provide food, water, shelter, relief supplies, health support, casework services and other aid to people affected by Hurricane Irma. As these communities recover, we will continue to work alongside government and local partners to help residents connect with resources they need to get back on their feet. Learn more in our one-month progress report: rdcrss.org/2h7WLG3



A photograph of a hillside that has been severely affected by a wildfire. The terrain is dark and charred, with many trees reduced to black, skeletal remains. The sky is a flat, overcast grey, contributing to a somber and desolate atmosphere. The text is overlaid on the middle of the image.

The Erskine Fire has burned **thousands of acres**
and destroyed **hundreds of homes** in California.



Thanks!

Amy Greber

amy.greber@redcross.org

@amyswrite