

# Digital Communications



**FEMA**

# Another Tool in the Toolkit

- Community Relations Teams
- Non-profits, faith-based organizations, companies, associations
  - Email distribution lists
  - Paper inserts
  - Handheld fans in church
  - Electronic billboards



**FEMA**

# Another Tool in the Toolkit



**FEMA**

# Digital Comms Tools We Use

- Full website (www.fema.gov) & Mobile website (m.fema.gov)
- Blog (blog.fema.gov)
- Disaster Pages
- Widgets
- Facebook
- Twitter
- YouTube
- Mobile App
- Text messages



This is a screenshot of the FEMA Blog website. At the top left is the FEMA logo. To the right of the logo is the text "FEMA" in a large blue font. Further right, there is a link that says "Back to FFMA.gov". Below the logo, there are navigation links for "Blog Home", "Photos", "Videos", and "Email Updates". The main content area features a post titled "FEMA Blog" dated July 20, 2011. The post title is "Talking Emergency Management with our International Partners". Below the title, it says "Posted by: Carole Cameron, director, FEMA International Affairs". There is a photograph of three men in suits shaking hands. Below the photo is a caption: "Deputy Administrator Richard Serino shakes hands with Vladimir Puchkov, state secretary and deputy minister, EMERCOM of Russia, after signing the Meeting Protocol and 2011-2013 Work Plan. In the background, Alexey Avdeev, section head, International Cooperation Department, EMERCOM of Russia, looks on." The main text of the post begins with "As you hear us say frequently, FEMA is just part of the team, a team that includes many other partners, from states and local governments to tribal governments and organizations, to the private sector and voluntary groups. But there is another part of this team that people may not traditionally think of - our international partners. And earlier this week, our leadership at FEMA, including Administrator Fugate and Deputy Administrator Serino, met with our Russian emergency management counterparts in Boston, at the second annual meeting of the Bilateral Presidential Commission Working Group on Cooperation in Prevention and Handling of Emergency Situations." On the right side of the page, there is a social media widget with icons for Facebook, Twitter, YouTube, a gear icon, RSS, and a mobile phone icon. Below that is a "Search Blog" section with a search box and a "Go" button. At the bottom right, there is a "Categories" section with a list of categories and their respective post counts: "Craig's Corner (24)", "Earthquakes (30)", "Fires (8)", "Floods (36)", "Hurricanes (19)", "News of the Day (24)", "Preparedness (104)", "Recovery (38)", "Severe Storms / Tornadoes (89)", and "Severe Tropical Weather (2)".

# Widgets



**FEMA**

Español

**National Preparedness Month**

Make a plan, Get a kit

Register to help prepare your community

Prepare by disaster type

Ready    
UNITING COMMUNITIES - PREPARING THE NATION

FEMA Blog |   

SHARE



**FEMA**

Spanish

**TN Disaster Info**

**Apply for Assistance**

- Full Site, Mobile Site
- Call (800) 621-3362  
TTY (800) 462-7585

3 Step Guide for Assistance

TN Disaster Pages

Disaster Recovery Centers

TN Emergency Mgmt Agency

**DisasterAssistance.gov**  
ACCESS TO DISASTER HELP AND RESOURCES

FEMA Blog |   

SHARE



**FEMA**

# How We Use Social Media

- 2 way conversation with the public
  - Share information & answer questions
  - Point people in the right direction
- Write messages for each platform
- Provide content in the message itself



**FEMA**

# How We Use Social Media

- Steady State (normal operations)
  - Facebook & Twitter: 1-3 messages (includes a daily safety tip)
  - Blog: daily
- Hurricane Irene Response
  - Facebook: average of 8 posts a day
  - Twitter: average 15 posts a day
  - Blog & mobile site: every 2 to 4 hours



**FEMA**

# What We Heard

- Joplin Tornadoes
  - Too many unsolicited donations
  
- Hurricane Irene
  - Announcements of Congressional events
  - Issues with pet shelter needs



**FEMA**

# What We Say



**fema** FEMA

25 de agosto: #Irene – la Costa Este deben estar preparados y seguir las instrucciones de los funcionarios locales [go.usa.gov/kp3](http://go.usa.gov/kp3)

25 Aug



**fema** FEMA

National Hurricane Center (@NHC\_Atlantic) is online at [www.hurricanes.gov](http://www.hurricanes.gov) & on your phone at [hurricanes.gov/mobile](http://hurricanes.gov/mobile) #Irene

25 Aug



**fema** FEMA

Aug 25: #Irene - Evacuations orders come from local officials & not FEMA. As always, follow direction of local officials.

25 Aug



**fema** FEMA

Aug 25: #Irene – those along the entire east coast should get prepared & follow direction of local officials [go.usa.gov/kp3](http://go.usa.gov/kp3)

25 Aug



**fema** FEMA

(Aug 25) More East Coast emerg management agencies: @NYSEMO @RhodelslandEMA @MaineEMA @vemvt @NHgov

25 Aug



**fema** FEMA

East Coast emerg mngmnt on @Twitter @GeorgiaEMA SC: @EMDSC @NCcrimecontrol VA: @VDEM MD: @mema\_feeds @DelawareEMA @MassEMA #Irene

25 Aug

- Facebook example
- Follow the [NOAA NWS National Hurricane Center](#) Facebook page and get updates online at [www.hurricanes.gov](http://www.hurricanes.gov) or on your phone at <http://hurricanes.gov/mobile>.

If you're on Twitter, follow @NHC\_Atlantic

# Facebook Welcome Page

facebook

Email

Keep me logged in

[Sign Up](#) Facebook helps you connect and share with the people in your life.



**FEMA**

- Wall
- Info
- Ready.gov
- FloodSmart
- Fire Safety
- Welcome**
- Video
- Photos

**About**  
This channel provides FEMA mission-related information. For emergencies, ca...  
[More](#)

**44,983**  
people like this

**Federal Emergency Management Agency** [Like](#)

Government Organization · Washington, District of Columbia

Click [Like](#) to get preparedness and disaster related info directly from FEMA!



**Are you prepared?**

Safety tips to be prepared for a hurricane, flood, tornado, or wildfire.

Visit [Ready.gov](#) to learn more about the simple steps you can take TODAY to be prepared.



**Ready**  
Prepare. Plan. Stay Informed.

**Are you a disaster survivor?**

Read our 3 Step Guide and apply online or call (800) 621-3362 TTY (800) 462-7585

[State disaster pages](#)

[Recovery & rebuilding tips](#)

[Find a Disaster Recovery Center](#)



**DisasterAssistance.gov**  
ACCESS TO DISASTER HELP AND RESOURCES



**FEMA**

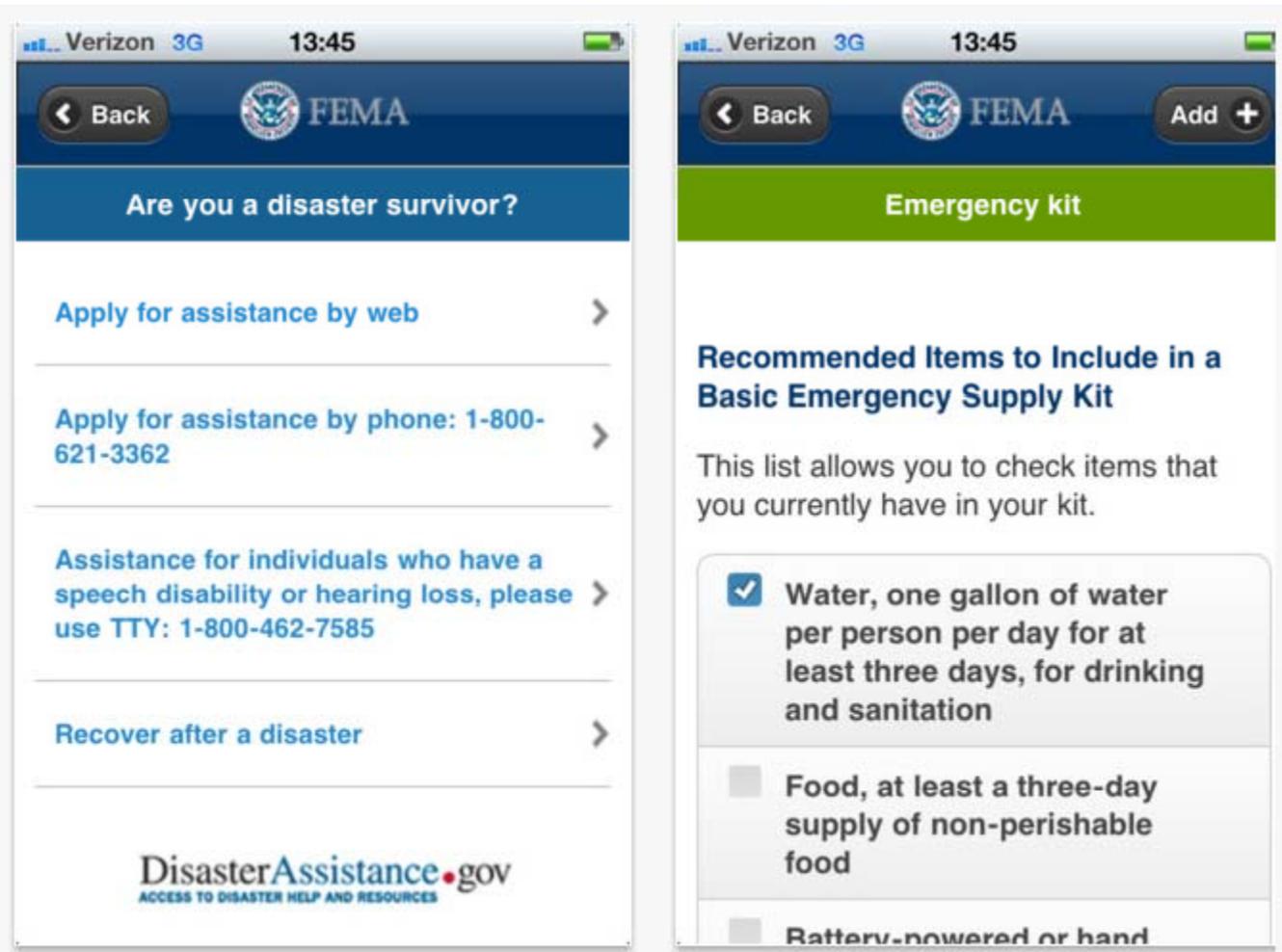
# Making Mobile a Focus

- Facebook & Twitter are already optimized for smartphones
  - <http://m.facebook.com/fema>
  - <http://mobile.twitter.com/fema>
- The public can sign up to receive text messages updates when you publish a message.
- Twitter Fast Follow feature
  - Text **Follow FEMA** to **40404**
  - Text **Follow CraigatFEMA** to 40404



**FEMA**

# Smartphone App



FEMA

# Mobile Site (m.fema.gov)



[Español](#) | [FAQs](#)

## Featured Content & Updates

- [Hurricane Rina updates from National Hurricane Center](#)
- [Hurricane/tropical storm](#) & [flood](#) safety tips
- Text **PREPARE** to **43362** (4FEMA) to receive [monthly preparedness tips](#). *Standard message/data rates apply*

## Are you a disaster survivor?

- [Apply Online for FEMA Assistance](#) or Apply/Check your status by phone [\(800\) 621-3362](#) / TTY [\(800\) 462-7585](#)
- Info you need to [file for federal assistance](#)
- Tips to [recover after a disaster](#)
- Search for a [Disaster Recovery Center](#) to speak with a FEMA representative in person
- Let your friends/family [know you're safe](#)

## Are you prepared?

- [Hurricanes](#)
- [Fires](#)
- [Thunderstorms](#)
- [Floods](#)
- [Tornadoes](#)
- [Wildfires](#)
- [Earthquakes](#)
- [Terrorism](#)
- [Tsunamis](#)
- [Winter Storms](#)

# Text Messages

- Monthly Preparedness Tips
  - To signup, text: **PREPARE** to **43362** (4FEMA)
  - To unsubscribe, text: **STOP** to **43362** (4FEMA)
- Search for open Disaster Recovery Center and Shelters
  - Text **DRC** and your **Zip Code** to **43362** (4FEMA)
    - Example, text: **DRC 23093** to **43362** (4FEMA)
  - Text **SHELTER** and your **Zip Code** to **43362** (4FEMA)



**FEMA**



**FEMA**