Digital Communications
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
Another Tool in the Toolkit
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
Widgets

FEMA

National Preparedness Month

Make a plan, Get a kit

Register to help prepare your community

Prepare by disaster type

Ready.

FEMA Blog | Facebook | Twitter | YouTube

FEMA

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

FEMA Blog | Facebook | Twitter | YouTube

SHARE
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
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
What We Heard

- Joplin Tornadoes
  - Too many unsolicited donations

- Hurricane Irene
  - Announcements of Congressional events
  - Issues with pet shelter needs
What We Say

Facebook example

- Follow the NOAA NWS National Hurricane Center Facebook page and get updates online at www.hurricanes.gov or on your phone at http://hurricanes.gov/mobile.

If you’re on Twitter, follow @NHC_Atlantic
Facebook Welcome Page

Federal Emergency Management Agency
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.

Are you a disaster survivor?
Read our 3 Step Guide and apply online or call (800) 621-3362 TTY (800) 465-7585
Store disaster pages
Recovery & rebuilding tips
Find a Disaster Recovery Center

FEMA
44,983 people like this
Making Mobile a Focus

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

Are you a disaster survivor?

Apply for assistance by web

Apply for assistance by phone: 1-800-621-3362

Assistance for individuals who have a speech disability or hearing loss, please use TTY: 1-800-462-7585

Recover after a disaster

Emergency kit

Recommended Items to Include in a Basic Emergency Supply Kit

This list allows you to check items that you currently have in your kit.

- Water, one gallon of water per person per day for at least three days, for drinking and sanitation
- Food, at least a three-day supply of non-perishable food
- Battery-powered or hand-operated radio
- Battery-powered or hand-crank flashlight
- First aid kit
- A battery-powered or hand-crank weather radio
- Andrews' blanket
- Emergency pouch
- Light source
- Basic emergency tools
- Rain poncho
- Whistle
- Cell phone and charger
- Sanitation kit

DisasterAssistance.gov

ACCESS TO DISASTER HELP AND RESOURCES

FEMA
Mobile Site (m.fema.gov)

Featured Content & Updates

- Hurricane Rita 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)