

Social Media for Disaster Response

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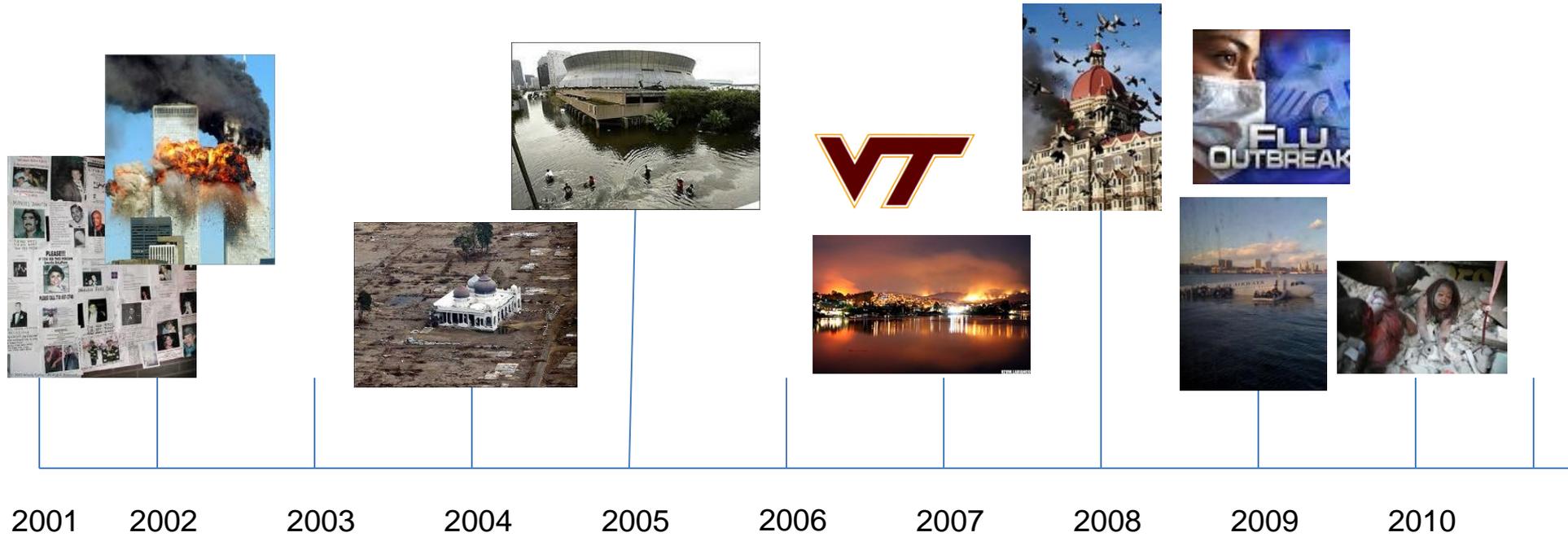


Three Arenas

1. **Back Channel Communications**
2. **Convergence**
3. **Alerts and Warnings**



Where We Have Been...



WIKIPEDIA



facebook



YouTube



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Back Channel Communications

The public is no longer reliant on official communications for accurate information.

RESEARCH RECORD

- Computer mediated communication enables first hand reporting, information creation, information correction

DISASTER RESPONSE

- Organizations must be a part of social media communications or risk becoming outdated and/or irrelevant



Convergence



The movement of people, supplies, resources to a disaster setting. Convergence behavior occurs both online and off.

RESEARCH RECORD

- Collective intelligence, problem solving
- Digital volunteers and collaborative organizing, information curation, mapping, situational awareness

DISASTER RESPONSE

- Recognize that the public is a resource, not a problem



Alerts and Warnings



Social media is changing the communication landscape for alerts and warnings.

RESEARCH RECORD

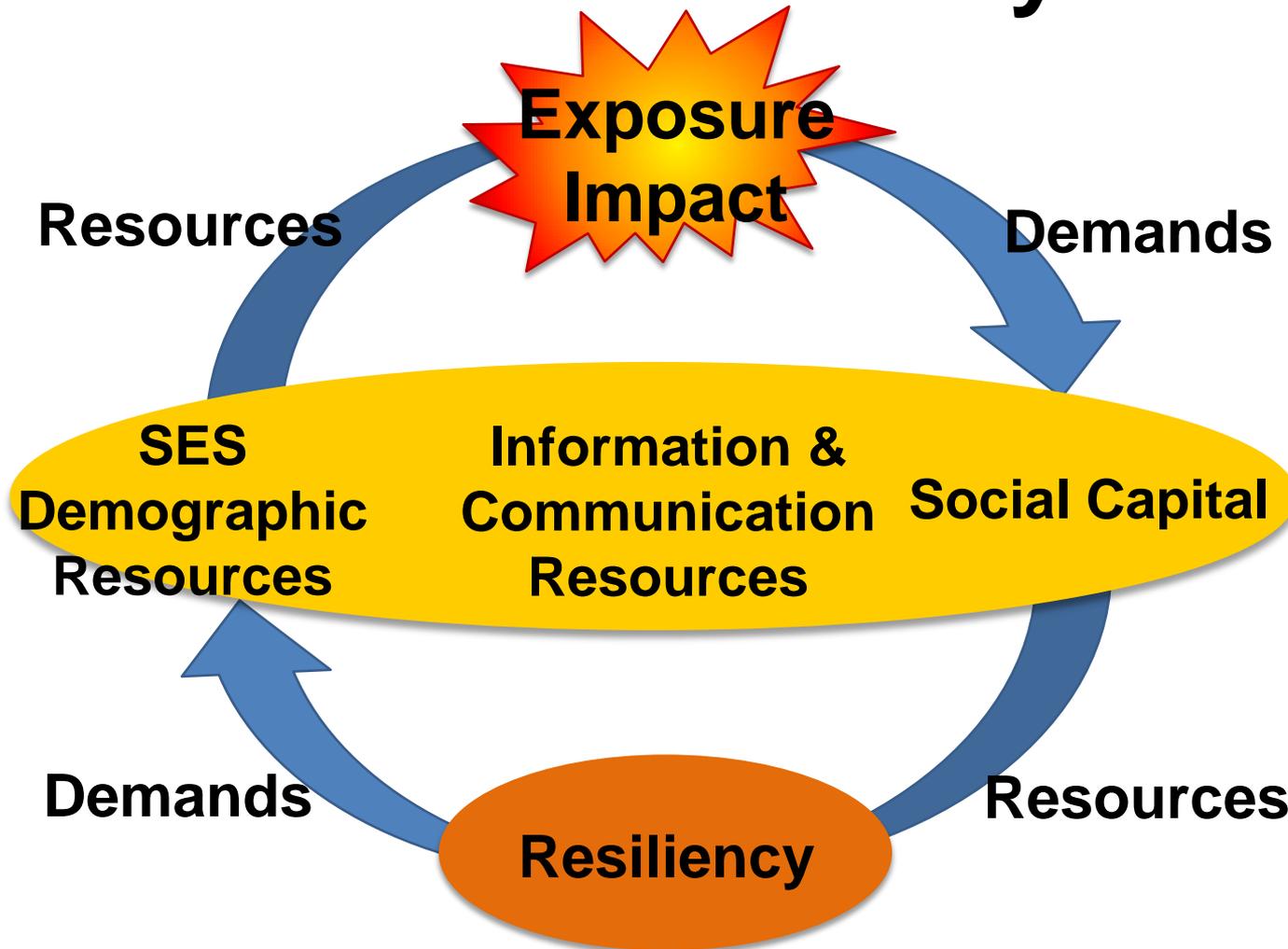
- Protective action decision making is always mediated by informal communications

DISASTER RESPONSE

- Use social media as an additional channel to observe and monitor what is taking place on the ground
- Adapt messaging based upon confirmatory activities that are taking place on line.



A Word About Resiliency



Thank you!

Questions? Comments?

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