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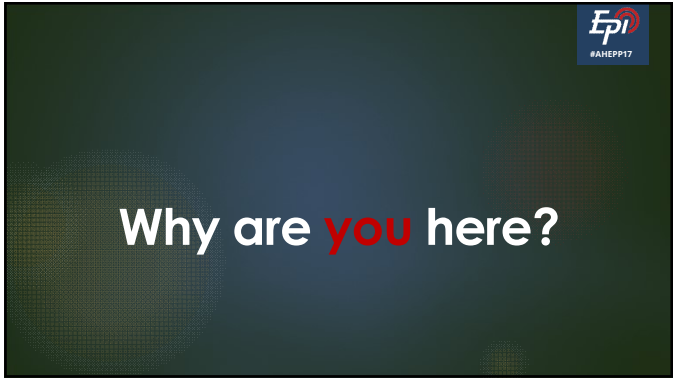
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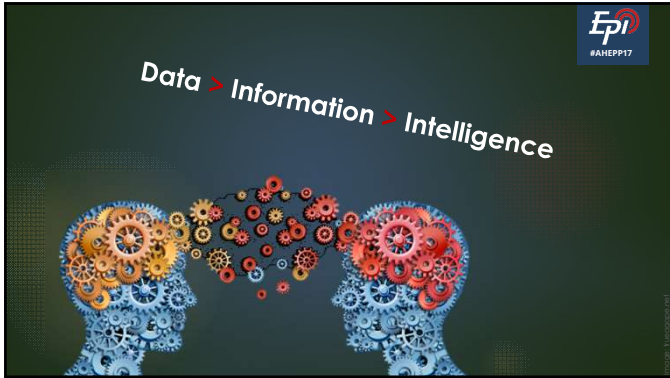
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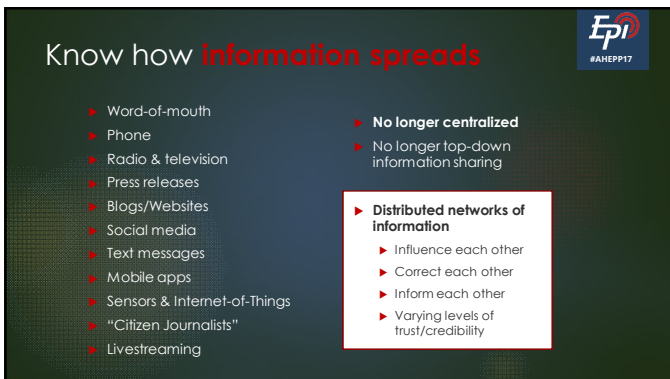
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### What is #SMEM?



- #SMEM = Social Media in Emergency Management
- Based on crowdsourcing

**crowd-source** /'kraud,sɔ:rs/ verb. 'to obtain information (or input into a particular task or project) by enlisting the services of a number of people, either paid or unpaid, typically via the Internet [Example: Kickstarter, GoFundMe]

- Leverages information from general public
- Usually involves core team of **trusted agents**
- Most successful when formally organized (though sometimes spontaneous)

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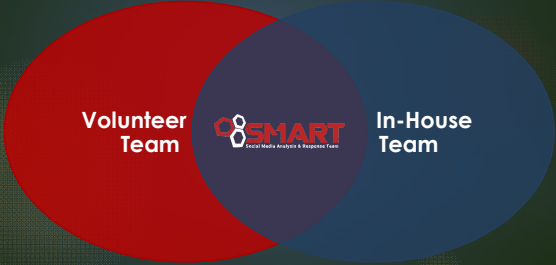

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### How can we manage #SMEM?



Volunteer Team

SMART

In-House Team

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### Anatomy of a hybrid team



- SMART = Social Media Analysis & Response Team
- Can operate in conjunction with a Joint Info Center (JIC) or separately as a "social media listening" resource
- Functions performed by trained personnel with intimate knowledge of agency/org.
- Potential for shared paid/shared personnel & volunteer opportunities
- Continuity of operations through depth & breadth of team personnel
- Works well with higher education institutions, hospital/healthcare systems, corporate campuses, etc.



Analytics & Archiving

Monitoring

Team Leader & Liaison

Amplification & Curation

Outreach & Coordination

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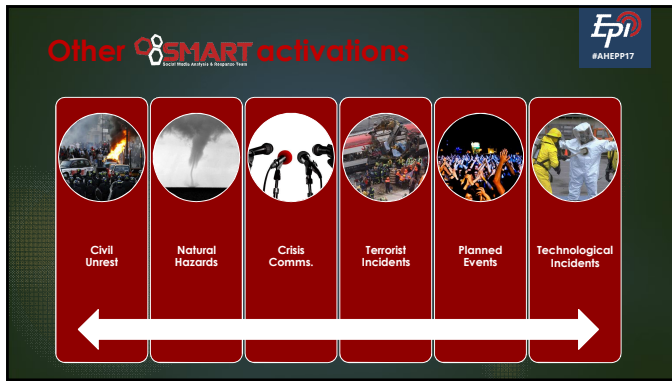
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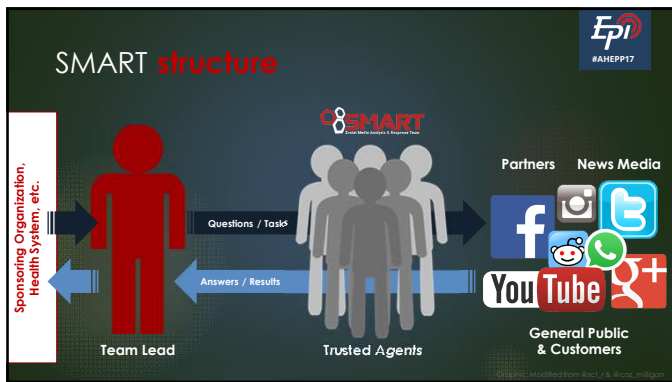
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**SMART member profile**

**Expertise:**

- Social media
- Community leadership
- Marketing
- Communications
- Public Relations
- General technology

**THEN worry about these**

**Requirements:**

- Existing healthcare system relationship (don't just think employees!)
- Background check
- Basic FEMA & SMART-specific training
- Credentialing
- Regular meetings & activities

**Identify these people FIRST**

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**SMART recruitment**

- Get creative!
- Create a champion(s)
- Find leadership & core team first, then recruit others
- Start with sustainability in mind
- Look for shared resources & opportunities to partner (within reason)
- Write your operations manual early to identify how/why team will be used

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**How do you build & maintain SMART proficiency?**

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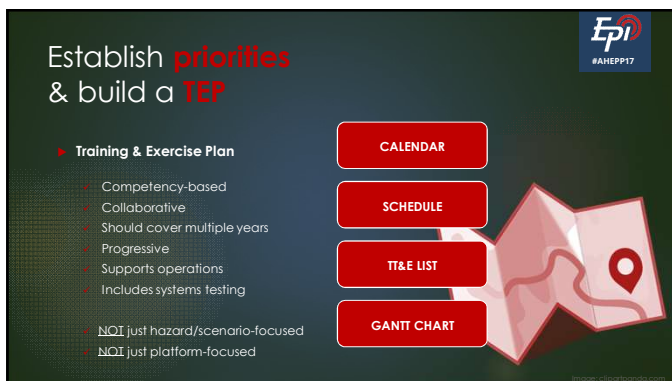
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### Be an agent of **change**

**Epi**  
#AHEPP17

- **TRAIN** people
- **TEST** systems
- **EXERCISE** capabilities

Discussion-based    Operations-based

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### What **plan?**

**Epi**  
#AHEPP17

Your plan

Reality

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### Significant **challenges**

**Epi**  
#AHEPP17

- Continuity & sustainability
  - Budget
  - Recruitment/retention
  - Leadership
  - Technological proficiency ("perishable" skills)
- Integrated training/exercises
- Defining expectations & outcomes
- Misconceptions & potential misuse

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**Keys to success**

- ▶ Transparent management (clear goals/objectives)
- ▶ Official affiliation w/ sponsoring agency ("no freelancing!")
- ▶ Scalable / Flexible
- ▶ Effective span of control
- ▶ Both on-site and virtual contributors
- ▶ Avoid tunnel-vision (goal = holistic media monitoring)
- ▶ Clear understanding of tools/technique
- ▶ Constant intra- and inter-team communication





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**“Like all technology,  
SOCIAL MEDIA is neutral but is  
best put to work in the service  
of building a better world.”**

-SIMON MAINWARING




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**Q&A Session**

ASK ANYTHING YOU'D LIKE!




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