Social media goals

- What are your day to day goals using social media?
  - Increase trust?
  - Establish a crisis communication network?
  - Form partnerships?
  - Be accessible?
- Are these the same goals when communicating during periods of threat?

How do you build engagement?
Public Relations, Marketing & Advertising

- Treat your message like an advertisement - send people to your website, get more likes
- Ask questions to get people involved - increase engagement with the public
- Build your brand - select the time of day and the day of the week to maximize your reach
- Be brief! Be exciting! Turbocharge your writing!
- Provide good customer service - respond in real time
- Create a content strategy to create buzz!
- Use a conversational tone to engage readers

Imminent threat differs

- Limited window of public attention
- Goal is to relay information that will be:
  1. Acted upon
  2. Amplified
WHAT MOTIVATES PEOPLE TAKE PROTECTIVE ACTION?

Message design principles ...

5 essential topics for an emergency alert and warning message

1. Source – Local and familiar
2. Hazard Impact – What it is, how it will affect population
3. Location – Who and where
4. Guidance – Complete and actionable instruction
5. Time – When the message will expire/be updated

Specificity: be precise

<table>
<thead>
<tr>
<th>Not specific</th>
<th>Specific</th>
</tr>
</thead>
<tbody>
<tr>
<td>Evacuate if you are near the river</td>
<td>If you are between the river and First Street, move north of Main Street</td>
</tr>
<tr>
<td>Shelter in place</td>
<td>Choose the lowest and most interior room in the building, away from windows and doors.</td>
</tr>
</tbody>
</table>

Clear: free of jargon

<table>
<thead>
<tr>
<th>Jargon</th>
<th>Clear</th>
</tr>
</thead>
<tbody>
<tr>
<td>A ten thousand cubic feet per second flow, moving at velocities greater than 20 feet per second, will inundate downtown Bakersville by 3:00 pm</td>
<td>A wave of water 20 feet high moving faster than a person can run will reach downtown Bakersville by 3:00 pm</td>
</tr>
<tr>
<td>A spillway flowing with an advancing headcut is threatening the control section, which will result in imminent failure of the dam</td>
<td>The dam is about to fail</td>
</tr>
</tbody>
</table>
Why?
Relevant behavioral outcomes

Understand
Clear, specific information about the threat and about what they need to do in response

Believe (Perceived Severity)
The threat is real and has consequences

Personalize (Perceived Susceptibility)
The threat relates to them and/or their loved ones at that time

Ability to decide (Perceived Personal & Message Efficacy)
Take the action recommended or other relevant life-safety measure

Milling:
Creating an emergent social norm

People do not immediately act to protect themselves when they hear the first alert or warning

They seek more information about the impending threat and what they should do about it

This affects the other behavioral outcomes of understanding, believing, personalizing, and deciding.

Message length

What is short?
- 90 character WEA messages, 140 character Twitter messages, 160 character (SMS) messages
- Messages that conform to the 27 (words), 9 (seconds), 3 (messages) rule from advertising

Shorter is not better
- Short messages do not motivate many people to take protective action
- They motivate searching for more information

WHAT MAKES PEOPLE PASS MESSAGES ON?

We modeled message retransmission by analyzing official accounts’ number of followers, the style of the message, and the message thematic contents.

Effects of followers and style on predicted retransmission

Negative Binomial Coefficients Predicting Retweet Counts of Official Messages During Five Hazard Events

Strategies to employ when sending 140 character messages
Effects of message content on predicted retransmission

Negative Binomial Coefficients Predicting Retweet Counts of Official Messages During Five Hazard Events

Three Takeaways

1. Typical "engagement strategies" do not increase message retransmission during imminent threat
   - Directed and flagged @ messages
   - Including a hyperlink – URL
   - Sending messages of thanks to individuals

2. People pass on information
   - That is actionable, instructive, imperative
     - What do I need to do, why, and how
     - About the hazard, impact, location
     - Who, what, where is the threat
   - That includes a hashtag

3. The size of the network matters
   - Your engagement strategies pre-crisis are vital to the success of your messages going further during a crisis.

TOP 6 DO’S AND DON’TS TO INCREASE ACTION AND AMPLIFICATION

#1 Include Hazard, Impact, and Protection

#2 Agree on a Hashtag

#3 Use Imperative Sentence Style

Declarative (descriptive, passive, supporting):

Imperative (certainty, action, urgency):

Strategies to employ when sending 140 character messages
#4 Use ALL CAPS for emphasis

#5 Don’t Include a URL

http://bit.ly/1c3Q03q

#5 Don’t Include a URL

#6 Grow your network of followers

Conclusion

To get people to...

Protect: size matters

Share: style matters

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