Social Media
Before, During, and After Disasters,
an Emergency Managers Perspective

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Hennepin County Emergency Management
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Hennepin County

- Population: 1.2 million
- 35th most populous county in the U.S.
- 45 cities
- 1 territory

Hennepin County Emergency Management

Our Mission

- Prevent, mitigate, prepare for, respond to, and recover from, natural, industrial, technological, or human adversarial disasters

- Partners:
  - Police
  - Fire
  - Public Works
  - Watershed Districts
  - National Weather Service
  - MN HSEM
  - City EM designees
  - County departments

EM Structure

- Area Planning Groups
  - North Group
  - Lakes Group
  - South Group
  - City of Minneapolis
Social Media History
- Joined in 2013
- Community engagement

Typical Use

Social Media Now
- Community engagement
- Conversations and feedback
- Monitoring

Social Media Room

Social Media Statistics

<table>
<thead>
<tr>
<th>Platform</th>
<th>Number of Followers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Instagram</td>
<td>0</td>
</tr>
<tr>
<td>Twitter</td>
<td>3000</td>
</tr>
<tr>
<td>Facebook</td>
<td>6000</td>
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Social Media Statistics

0.8% reach
What about the other 1,189,883 residents in Hennepin County?

Nextdoor
- Joined June 2018
- Neighborhood communication platform
- Public agency accounts

24% reach

Communication
- Top Four Languages:
  - English
  - Spanish
  - Hmong
  - Somali

Outgoing Communication
- Preparedness content
- Situational awareness
- Training/about us

Incoming Communication
- Comments and replies
- Private messages
- Email

Before a Disaster
- Preparedness content
- Severe weather outlooks
- Hennepin County specific forecasts
- Watches
During a Disaster

- Important details
- Warnings
- Areas impacted
- Safety tips
- Monitor event

After a Disaster

- Ensure response is underway or complete
- Archive data/responses

June 11, 2018

- Marginal Risk
- No SMS Activation
- Initial reports from dispatch
- NWS warning after reports

Recap of Sunday’s Severe Weather

- High Wind Warning
- Severe Thunderstorm Warning
If you received wind damage this evening, please send us your report with photos and location. Thank you! Especially in these locations: Plymouth, Eden Prairie, Minnetonka, Chanhassen, Mound, Chaska, Victoria, Minnetrista, Medina, Waconia, Independence, and St. Bonifacius.

September 20, 2018

- SMS Activated
Lessons Learned

- Audience on each platform
- Being responsive is key
- Managing data

Future Use

- More frequent preparedness posts
- Volunteering information
- Expand our reach

Takeaways

- Clear, concise, consistent messaging
- Encourage communication with residents
- Building an aware community
- Encourage resident involvement in disasters

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