

Agenda for Facebook Disaster Relief Working Group

Tuesday June 7th 9:45am-4pm PST

Notes by Heather Blanchard, CrisisCommons, @poplifegirl, heather@crisiscommons.org

6/9/2011 CNN Article: <http://edition.cnn.com/2011/TECH/social.media/06/08/facebook.disaster.relief/>

Participants:

- Facebook
- Red Cross USA
- LSU Health Sciences Center
- Crisis Commons
- Causes
- FEMA
- CalEMA
- Ushahidi
- NVOAD
- DHS

10-10:30am

Introductions (Fred Wolens and Justin Osofsky)

First time we have convened this kind of meeting. We really see today as a change to learn. Help move our platform forward. Create a cooperative atmosphere among. Justin - director of platform - let's kick this off.

- Dave - employee Facebook - was from eBay. Consider today to have an open and frank conversation.
- CalEMA - head of media
- CalEMA - Kelly Huston, big push in our agency to engage in disaster recovery and notification, follow up recovery, after the fires are put out there is a long recovery process. There is are 4 federal recovery
- Chair of Psychiatry - prior to Hurricane Katrina, chaired an international consortium of disaster on children working with British, Israeli, working with the crisis response program at LSU, clinic director for children and adolescence. Been following children and others since Katrina in LA, worked on the Oil Spill. Going to Japan.
- Patrick Meier - Director of Crisismapping for Ushahidi platform. Live collaborative mapping. My background is in the humanitarian space. Providing live crisis mapping operations during Japan, Libya. Co Director of CrisisMappers. We have an annual international conference in the fall. Previously directed mapping and early mapping at Harvard Humanitarian Initiative
- Matt - intern at Facebook security team - observing, looking at what everyone says
- Jason - physical team engineer - in charge of people and buildings worldwide - in charge of our disaster recovery plan

- Ashley (and 2 other people) - customer marketing from Facebook
- they run internal ads - managing nonprofits be successful on the program
- Public Policy Europe - Role - public value issues, suicide prevention -
- Political Director after Hurricane Katrina - excited to use social media, mapping
- Justin - overseas platform partnerships, spends a lot of time, how one builds on our platform
- Brooke - Administrator of Facebook Global Disaster Relief site
- DHS - Chris, social media for DHS
- Jason - FEMA, social media
- Shayne - FEMA, external affairs
- Matt, Facebook DC - Policy
- Laura Howe - Red Cross
- Wendy Harman - Red Cross
- Melissa - Facebook Intern in DC
- Don Bonchack - FEMA Donations, works with VOAD communities (voluntary organizations active in disasters)
- Suzanne - Mass Care Specialist, FEMA - working on a missing persons SOP, worked on spontaneous volunteers
- Heather Blanchard, Co Founder, CrisisCommons, previous worked 7 years at Homeland Security was Deputy Director of the Ready Campaign, coordinated first initial meeting between the Department and Facebook bringing Secretary Napolitano and FEMA Administrator Craig Fugate to Facebook
- UN National Secretariat in New York, Advisor to the Secretary, Worked at OCHA, prior to that worked for LA Health Dept
- John Yee - Facebook - Worked Bay Area Red Cross, helped write the framework for long term response
- Matt Mahan - Impact strategy at Facebook - about grassroots network
- Alec - Facebook consumer marketing team, work a lot on mobile

Question: What is working well in Social Media?

- Facebook: Social network is the platform where people are going for information. They are very distrustful of government (ie. Katrina). the challenge we have is providing information to the public, they can take appropriate action. The leverage we see in social media, we found that Facebook and social media applications that we are going to find information by the public. If people share the information they are more apt to trust it. Using the inherent trust and communities in facebook to provide information. Our experience in 2008, people were spont. creating maps for hospitals, maps, ect. The media is calling Facebook to see if public information is accurate. Try to leverage a way that facebook can provide information that people can trust and act upon. That is where we see the biggest power. We also see that for preparedness campaign. In CA there is a report that cites that people aren't prepared. They want something that is in it for them. When you talk about long term recovery - there needs to be a place where long term information are being provided. Leverage the trust and network. Is this a legit place to receive assistance? For us specifically in CA - people don't want to find out information from

places that aren't relevant to them. It keeps expanding, we can't get our arms around it. Some how it needs to be brought together

- LSU: I know more about disasters than Social Media - when you were talking about the mapping of the fires, when i spoke to a colleague in the fires in Australia how does social networking help with that in a timeframe of an hour when you do not know of a timeframe. There could be an opportunity to explore the issues that plague people on the ground. People generally do not prepare for disasters. For example the tornadoes, people did prepare but it didn't work. I am thinking that there is a psychological side, so they feel that there is something in it for them. Have people help themselves, their community, their families. Help use social networks, in response and what comes after. There have been awful things that have happened in the last few months. We are worried with the hurricane season. How can you calm people down.
- People try to think out of the box, figure out a way to bring all of the ideas of what works and what doesn't. We need volunteers who are helpful and who
- Facebook - mobile is the way to go. Even in California, that voice communications are going to go down. You still will be able to text and be able to get on to your Facebook page.
- FEMA - mobile is big when communications are down, when you don't have any bars, how do you check with your family? You reference Commercial Mobile Alerting System (CMAS) - those alerts are set by local and state, FEMA does not push send on those alerts. We have found that people go to multiple social networking sites. recovery could take six months or a year. what is the short term housing answer. my boss says response is sexy recovery isn't. The one thing that will say, yes, that people will take that will a more trust value, than if govt posts it, the good thing is that we are out there in the space that we can help correct
- Red Cross - in response to your question to what works and what doesn't work, nothing works perfectly, not that we are expecting that.
 - Public Information - like us and FEMA, data feeds
 - Resilience - Before the response happens, the preparedness, Facebook pages popping up, community building activity, James from the Weather in Alabama (example)
 - Reunification - Safe and Well, Person Finder, all of the other confusing people locator sites
 - Crushing abundance of people wanting to help - people want to send stuff, if we can capture an emotion thing for people to do in situations like this, spontaneous volunteers have a more
 - Situational Awareness - the public can now give us lots of different data points. there could be a correlation between crushing abundance and situational awareness
- Facebook - trust seems to be a big thing that is coming up. What else is working well
- Patrick - one thing that we saw when we were involved in Haiti, it were volunteers around the world who created the Haiti map, during the Russian Fires and Japan as well. We decided to make that a little more formalized that includes Standby Task Force 600 volunteers to do live Crisismapping organizations. One of our big deployments was in Libya - UN asked us to help support them. We are excited about the role of volunteers. We are seeing a shift of a more multi-source system - they can have a huge example. In the case of Haiti they were crowdsourcing SMS messages to recruit Kreyol speakers via Facebook.
- LSU - this is a wonderful use of volunteers, there are all levels of volunteers after a disaster.

There are a lot of volunteers who could help

- LSU - when volunteers come to a site, often of young people, if there is a plan of what they can do, they may become in the way or demoralized, the volunteers will then become distressed - how do we make available a type of debriefing of volunteers. provide guidance, or to those who are having a more profound reaction. Soft psycho-social effects - these effects don't happen at once, can last a while. Is there an appropriate time for grieving. Would be nice to be discussed of what is working well what isn't working well, to build upon the knowledge.
- What does Facebook engagement have now? We engage on many levels. It looks quite different, we are working to build better tools and technologies across the ecosystem to leverage these tools to use. We work closely with developers on what we build. Working with application developers. Causes is a great success story. We work internally as we are touched by disasters. At the core of why we are here is to connect people so they can share. Want to improve these tools so they enable their use. Where we as a platform - we want to create a platform for good, to convene and share and connect.
- CrisisCommons - we see a real opportunity for you to see what emergency managers go through. We recommend that you go to a emergency operations center, sit down and talk with emergency managers and know there are very real restrictions placed on government from using Facebook. Its blocked in many agencies, even to emergency managers. This is a Chief Information Officer challenge and often its cited as a "cybersecurity" issue with social networks.
- Facebook, sounds like there are two areas (1) Government policy plank and (2) internal operations plank
- Conversation with Facebook management and govt/state management, suggestions were very broad and very good.
- What I'd like to suggest an explore where this is being used more effectively than others. How does the recent events the midwest (Joplin) compare?
- LSU - Our current head of DHHS from (now former Microsoft), seeing what is working they are very pro using technology
- CalEMA - Best practices would be to take from business development side, i'm sure you have an area where you do a case study, they started with a page, they use this now, ect. Real world examples, getting around the social media restrictions in government, developing ways around that. leveraging social circles, do an inventory and connect them all together, way for Facebook to have a way to connect, we all have separate FB and twitter accounts, to do a
- Facebook - we have found that the best way is it to work organically, we feel that a certification would be determination. when we talk about public figures, we grow our fan count, increasing fan counts, a better method, the best scheme and set
- DHS - I work mostly on the Counterterrorism side, the concern we have at our levels, someone create a similar account like ours, people are spoofing us, there could be a challenge, in the rush of the crowd they may feel that this is not that useful. Looking at all the available information to determine, that doesn't happen. We aren't saying with a verified account - if we are telling people to go there, people get confused. At DHS TSA we have this problem, where people will stay relevant
- Red Cross - clearly we have that problem, where volunteers groups have gotten together to bring 400 mattresses to a local shelter. What is a bigger matter for us is a time stamp/date. We will

continue to see a piece of information being shared days after there have been many updates.

- DHS - another concern, evacuation orders are constantly changing, we go back and say people can go back. when things are rebroadcast, people are rebroadcasting later - people get confused its hard to get the real information out there. Different people are saying different things.
- CrisisCommons - We have heard from emergency managers that there is a need for verified accounts, similar to what Twitter has for celebrities. Emergency managers have recently created their own practitioner community called Social Media in Emergency Management - you can find them on twitter using the hashtag #smem. They held an event in March at the National Emergency Management Association called SMEMCamp where one of the major issues was verification and just learning about how to use the tools at a 101 level. (Check out the SMEM Camp initial findings - http://www.cna.org/sites/default/files/news/2011/SMEM11_InitialFindings.pdf)
- Facebook - with the question of verified accounts, when we have agencies setting up pages, when people
- CrisisCommons - I think there is a difference in what you see day to day on the organic nature rather than the compressed time and information exchange during a crisis. The behaviors are very different, their needs are very different. When I was with the Ready Campaign we had research which suggested that every time there is a crisis, people are seeking information. We saw Ready.gov visits spike because people are looking for information to share. We termed this as a “teachable moment” where people are open to receiving information. But that was in 2005, today people can share like never before, they are sharing rapidly. We don’t know how this is happening on Facebook. Its not like there is a Tweetdeck for Facebook so we can see across the platform.
- FEMA - people are looking for sites looking for a certain message. Someone says that we are just observers, we are observers, we had to become user very quickly over in Joplin
- Facebook - what gets us excited is that the organic opportunity, but how to compass into productive use. how to use this, how to connect the process
- CalEMA - I don’t see a down side for a verified page, there is a element of trust, we personally know how to use it, we know many who don’t, they need to be trained. how it leverages
- LSU - I agreed with a verified page, I want to go to a verified site
- CalEMA - Use social networking to point people to information, we use the momentum of public information and rumor control
- Facebook - How to we get the best practices, understand them and case studies?

2:32PM EST Session Resumes

- Facebook - Facebook presenting “Facebook for Disaster Response” slideshow by Charles Porch, Facebook Consumer Marketing
 - This was going to be a best practices for pages
 - Simple tips and tricks to make their pages more robust
- Facebook Slide 1 - The Opportunity
 - Over 500 million people are active on Facebook every month
 - 50% of those people log on to Facebook during any given day

- The average person on Facebook has over 130 friends
- About 70% of Facebook users are outside of the United States
- Tips for Disaster Response Organizations
 - You want to encourage your audience to share
 - They want to connect with people behind, not with properties
 - speak in first person, they skim over advertising, y
 - you want to create content that is worth sharing, you want to provide exclusive information, tips, things
 - want to be timely, breaking news
 - emotional stories play really well
 - using visuals, if you are thinking about your news feed, if you provide just plain text, the photos and video,
 - Question - LSU - Where is the research? Is it available to share?
 - Facebook: We have research
 - Facebook: We need to dial up our Facebook 101, we put people at the center for media, its not great for media companies. Its a great point.
 - Question - LSU - not sure what kind of funding is there. In the agenda, we are looking at specific tactics later this afternoon.
 - Facebook continues the presentation and notes that if you add a visual element to your status updates that is more effective according to their research.
 - Question from Red Cross - On our page, we have found if we post a text only status update, much more discoverable and shared.
 - Question - How does that jell with the statement from Facebook since Red cross seeing text only interest vs. Facebook thinks that visuals are better (photo/video) based on their experience with entertainment.
 - CrisisCommons - This perhaps points out a fundamental difference on the use of Facebook information. In crisis events, people may be more apt to share as the Red Cross said short text bursts rather than a picture or video. This gets back to the opportunity to better understand what people are doing and sharing on Facebook during crisis events.
 - LSU - What about Resilience Farmville? There are lots of interesting things that people haven't tried. Often gaming becomes a little too complex, its a longer experience, games created around social justice. Opportunity to use simple games. Great example for gaming companies - causes partnership. Causes in Farmville -
 - Facebook - from a third party developer perspective - we have been with Facebook platform since day 1, there was an incredible opportunity to connect with people in disaster response. One thing we found, people want to help. What we had a hard time, whose doing the most important work on the ground. What are the fan pages we should be tracking. Where did that money go? The first few days and weeks after a disaster. Figuring out how to streamline those processes, those sorts of things are powerful. Ex. you shared information is powerful, badges. Gave example of the The Robinhood Foundation project.
 - CalEMA - We are using a producer to create games around preparedness. A game that

you can host on your Google page, Facebook page, its not all bad stuff. You can put stuff that isn't traditionally in a preparedness kit.

- LSU - After Hurricane Katrina, the children put together a preparedness brochure
- Facebook gets back to the Facebook and Disaster Relief presentation
 - Tips on Disaster Relief
 - Encouraging your audience to share, encouraging content information
 - Keeping your friends informed, where am I, where to reach me
 - Organic pages, a little friction, especially if its really large engagement
 - Going mobile
 - Increasing visibility, this goes back to the time stamp issue, in the test of the post itself, for the latest information check here, linking back to the text itself, it will bring people to the most timely information.
 - On the global disaster page, we link a lot of the pages - what we identify
 - You can target every page post click on the unlock.
 - When you post from a page, not everyone sees the post
 - The way in which you post will matter, if three days later, “
- Facebook shares that its algorithm shares 20% of the posts of a page with its Page followers in the Top News section.
 - What are the pros to engaging your audience for this 20% kind of things
- Facebook shared that there are many organic pages popping up during a disaster.
- Facebook - working with the press on how people are using Facebook in this space.
- Facebook - We do a lot of advertising, pointing people to a disaster relief page
- Facebook - You can now Target posts to geographic areas, its more likely in those area, same algorithm, its more likely to get meaningful engagement
- Facebook demos how a Page owner can geolocate a Facebook post on a Facebook Page.
- (To the group in DC this was a new feature, but can't locate by county or potentially can't post across multiple counties)
- Facebook segways into real world case examples (this is from Facebook Continuity Manager)
 - When there was a tsunami warning here in CA, we at Facebook had to notify our employees, we used additional services (i.e. Roam Secure) for text messaging
 - Relying a lot on State Department media, everyone was wondering what was going on
 - We had room briefly set up at Facebook. We had a daily conference call each night. The US would take 12 hours of the day then we would switch over to monitoring employees with our offices in India.
 - We were able to find everyone quickly. We were lucky that all the employees were in the office that day. Everyone was in a similar location. They were centralized in downtown Tokyo. If there hadn't had a data connection, we wouldn't have been able to get in touch with them.
 - We were also lucky that they (Facebook in Tokyo) had a recent delivery of food and water. We have planned for more preparedness at our Palo Alto facility than our other locations.
- From the group: What things would you think about?
 - Normal devices go down - they were all doing that on mobile. They were moving around

and hitting different spots, they were outside on the mobile for the most part.

- Its great that we are starting out with a case study on ourselves.
- Facebook: What would you wish was there in the Facebook tool set? We saw that not a lot of people (in Facebook) use their current location, we couldn't search directly for all their locations. Whether its using places (or other Facebook features)
- From the group: Did you get any feedback from employees? Were they relying on you to be the official source?
 - Facebook: It was basically me, and they were relying on us. A lot of what we couldn't decide from here was how safe was their building? Most of their buildings were tested from a point. They are tested up to 8.0 to 8.5. We decided to relocate folks (in the end).
- From the group: Did you do anything for families?
 - We encouraged them to reach out. We were lucky that most of their families were on facebook. We decided to relocated some. Some wanted to go back sooner than others.
 - The network that we had, our employees and friends are for the most part on Facebook. However, I do have a couple of friends that weren't.
- From the group: Is there a main employee Facebook page internally?
- Facebook: We work mostly with groups. We use Facebook itself, like you would use it.
- From the group: Imagine if that was blocked from your use? That is how many government agencies are today. If there a disaster, this will be the Facebook site, if the agency blocks Facebook and you have some mechanism to just open in during a crisis? The challenge is that you can't just switch access on and off.
- Unidentified: There is a always a work around. You can alway work around the problem.
- CrisisCommons: You can't work around what is government policy. People who do that in government are working at their own peril, against government policy and regulations not withstanding the fact that during a crisis event everything is recorded for accountability. This is not something you can ask of government. And if you just turn it on during the crisis, that is potentially worse because the agency doesn't have the capacity and the public doesn't know about the tool.
- Facebook: How does the preparedness play?
 - Public information shop - it just takes time.
- Facebook's Second Use Case:
 - We are seeing organic pages cropping up from alternative sources, after the earthquake, Air New Zealand, first check on their employees and community people, reunited people, promoted what flights were coming in and coming out, they kept it going today. Interesting use by a business
- FEMA - To this point - that we've been seeing, when there is a disaster, someone will create a page, disaster specific. Then get a bunch of fans, some is true and some is false. How do you get a head of that, how to make sure that the information that goes out is correct. Make sure that you are doing the right things and the correct things. You are going to have to have pages which will come up with certain names because of that disaster - the EM has those pages - if someone is searching for that type of page, someone needs to create a page first, control it and make sure that the page goes out.
- Facebook - in the checklist of things, one of the things should be creating a Facebook page

specifically around that. When people get information of sources in real life. For ex. when a women set up a page to share a picture of her yard. That wasn't agency work.

- Facebook plays "Portraits from a Storm" video (from their consumer marketing team). The photo recovery page organically created on a Facebook page now has a 110K people.

<http://www.youtube.com/watch?v=ERMQgqEF0yk>

- Red Cross - For example during the Alabama, weather man had a Facebook page, he was the trusted source in the local area. He mentioned that FEMA and the Red Cross were using the content on that page, when there wasn't a connection that they knew of. There were a 100 new pages a minute, it was very difficult to be able to read those and respond in a timely manner.
- CalEMA - our inclination of government is that we can think we can control it, we know we can't do it. we need to get to the top of the list, keywords are Alabama, tornado, the official page is the first page to pop up, we are at least a top category
 - In looking how people interact around this, Facebook gives you the ability for you to understand. There is a conversation going across. How to tap into those conversation as well. It feels like a robust information source.
 - CalEMA - we had a nine hours heads up for Tsunami alert, to reference back to the official page. There is an official page.
 - Facebook - we hear you on the need for verified pages, and that the 20% algorithm may be a challenge. However people can go comment on the page. Actually we think this is a great source of information.
 - LSU - So what if you are looking at that video - its one day after the tornado, you can't find your child or husband. It worries me in some ways, while the Red Cross, if there is a local contact. If you are from any of the areas is there a 800-number.
 - CalEMA- we had that with San Bruno, we had the problem with the Firefighters posting images of houses and fires. If you need help or need more information.
 - Facebook - The concept of pages. Where the official resources are. If there is a way to do is for people to start pages.
 - Mark Malone, CNN Technology Reporter will be attending the afternoon session
 - We need to give folks an action to do
- Afternoon Exercise Scenario
 - Assumptions
 - Everyone has access to Facebook
 - Let's go through four distinct phases:
 - **Preparation and mitigation phase** - where can Facebook help in a platform level?
 - Red Cross - when there isn't a disaster we are trying to link to preparedness, creating conversation to drive activity
 - LSU - We we talk about preparation, when taken on several levels from family planning, what if a disaster occurs, what do you do with grandma and grandpa - what is your role within the family, what about special needs? How do you prepare for this? I think Facebook could be very

important

- Red Cross - Interested in how do you integrate Facebook into your family communications plan? Do we need to teach people to text to post to your page? How do you integrate that? National Preparedness Month in September is a great time to do that.
- LSU - one of the ways we outreach back, is through school systems, they do a great deal of education, they deal with younger people. wonder if we can think of a way to intergrate with school systems. lets start with a scenario with a school system. work out a model.
- CalEMA - personally I don't really know what I would do via my personal social network. Would be good to have an ABCs for crisis (as it pertains to Facebook) - not complicated
- Red Cross - be careful not to simplify emergency management too much. The two issues around the preparedness, documenting the plan and knowing what is is. Link to their family members on Facebook, access to a template. We did all these plans, and had no way of getting out to the community. Great way on a school's Facebook page.
- LSU - have people be involved in the process
- CalEMA - all hazards approach, looses people because its not relevant to their situation - for example someone in the mid-west isn't interested in tsunami's they are interested in tornados. We have to make it relevant to them.
- CrisisCommons Input: What needs to happen before:
 - Citizen
 - need to turn your geolocation on
 - like authoritative pages
 - text to facebook feature, partnership with carriers (what happens when the phone is overloaded)
 - create a family and neighborhood group, like local response agencies
 - family plan app - only family or special people can see info
 - Cause marketing - tie into vendors; retail, transmedia experience
 - pilot at a university
 - test a facebook landing
 - gamification of the family communications plan
 - teachable moments during crisis events
 - Technology volunteer developers
 - how to use Facebook API
 - Facebook affiliated volunteers (helping non profits)
 - How to pull data for agencies, nonprofits
 - focus on digital preparedness

- gameplan on missing persons
- Agency
 - Create page before
 - training on how to use page
 - landing page (official information)
 - community engagement
- Facebook
 - could help people learn how to use Facebook in crisis events
 - could help emergency managers understand how to use Facebook to communicate with the public and for the public to share what they see as part of their situational awareness
 - involve emergency management in the development of future features of Facebook in the development stage rather than as an after thought vertical, they should be part of the enhancement opportunity of the utility of the product and how people can share when they are (or their friends/family) in a crisis situation
 - provide access to Facebook open data (firehouse of what people have shared with “everybody) to the research community, especially when there are disasters (real-time research). we need to learn and continuously improve how emergency management uses these tools and to understand the rapid adoption behavior of people using the tools.
- LSU - in our work with Chile, in assessing students about a month after the earthquake - there will be differences in each culture.
- LSU - what about doing this internationally. We can target what message goes where. Goes back to most of the preparation, it doesn't happen after something has happened.
- Facebook - geotag information based on threat, regionally make sense -
- What happens to Facebook during a crisis
 - Surfacing that authoritative source, the hub is the Facebook page
 - LSU - after the VA Shooting, apparently the people on campus before the authorities identified them. Identify people who are lost, is a very important role
- CrisisCommons: Yes, there is significant research by the University of Colorado at Boulder - Leysia Palen and Jeanette Sutton. They did a research report on VA Tech and other events. However researchers haven't been able to really been able to analysis data that you have from within Facebook, they don't have access to it. They did this all on the outside without connectivity to Facebook. We need to figure out a way where researchers can be actively part of a crisis event and

being able to create immediate findings in a crisis event. We understand that Facebook is a platform and you want to promote that but you are also documenting history and researchers need access to that (if it's openly shared by the user). http://www.cs.colorado.edu/~palen/palen_etal_sageoct.pdf

- CrisisCommons - Information regarding missing persons, from the Red Cross statement is a conversation that should be in another forum. There are significant challenges regarding missing persons and the discussion of those who may have passed. This is a very sensitive subject. There is an international group working to improve the engagement specifically on missing persons data and the technical and policy considerations which that has implied - this is the Missing Persons Community of Interest.
http://wiki.crisiscommons.org/wiki/Missing_Persons they just hosted the Missing Persons Data Summit in Paris about 10 days ago with participants from the Red Cross, Refugees United, Google, Sahana Foundation, UN OCHA - we welcome Facebook to participate. (Notes from the meeting - https://docs.google.com/document/d/14f-9cSaCvkSPrf5zYrKu4tNPEDJs8zdPZsg-oBx4SHI/edit?hl=en_US&authkey=CLTWn5gE)
- Facebook - this seems like a separate discussion.
- Group - we agree
- CalEMA - we do media monitoring in the Joint Information Center, would be great to have a way to monitor what is being said, from a global perspective, or target by location - see the difference between a mobile application and a computer. We fear that we aren't adequately engaging, if there is an operational component.
- CalEMA- we had a riots that broke out into downtown Oakland, they (SFDEM) were looking at tweet grid, some operations decisions were actually made. they are taking operational action from them.
- Facebook - we need better training on how to pull this into the API. We take user privacy very seriously - in terms of geo, sharing with everyone.
- CalEMA - At the command center that is set up after the disaster, everyone comes together from the command center, they are trying to get information as quickly as possible, wondering if there is some way that information is sorting.
- CrisisCommons - Its really important to see this from the emergency management perspective. To understand what tools and limitations they have to work with technology. In a way consider it a user group to understand the environment they are in and how they share information to people, including those on Facebook.
- Red Cross - how they are using the tool and how the tool isn't used. To sit in a state emergency operations center, there is a process. i would encourage you to do that, so you can see how information uses from one place to another.
- Disaster Recovery Phase
 - Red Cross - We think that Facebook is a great tool to "keeps the story going"

long after the cameras are gone

- Red Cross - We often explore what we need to do to get the tools in the people's hands
- Unidentified - Where is the community information? Perhaps a widget? Where the shelters are where the feeding stations are?
 - shelters open in the country (adds value to the end user) - Red Cross has a data feed for this
 - disaster recovery centers - FEMA has a data feed for this
 - How do these data feeds get incorporated in the Facebook platform
- LSU - correcting misinformation, the psychological effects on people
- Facebook - Facebook may look more like an Amazon like page - something done at a platform level, we can play an important role. For example, NBA has 15M fans, they connect pages to the team franchises
- FEMA - we have a data feed from disaster recovery centers. If someone is eligible to apply for assistance.
- Facebook - Would be interested to see if the user doesn't need to leave Facebook to get that information.
- CrisisCommons - The issue is that these agencies need people to leave the platform to get information or register for assistance, that doesn't happen on the Facebook platform currently.
- Facebook - seems like there is a distinction from community input (transactional) information. I thought what you were talking about is opening up, need to feel part of a community (i.e. the photo recovery organic nature that happens in crisis). There is difference between the effort of an agency providing information and what happened organically for ex. when a women formed a community to identify with what was going on in the crisis. We see our value in the organic piece.
- CrisisCommons - Just to go back a bit and recap, are you suggesting that Facebook's value is more on the organic content than potentially the coordination of official information?
- Facebook - Well, this is why we are here today to explore what role we are looking to do. To date that is what we have seen, but we are very interested in talking more with all of you to better understand what is happening and how Facebook can provide the most value.
- CrisisCommons - There are many folks which are beyond this room who may be helpful to you and additive to this discussion.
- LSU - It's all about making it local, Facebook has an opportunity to get information out to people.
- Facebook - our goal is to see where the need is. what is going well and what is not going well. that will inform the approach that we will take. we think that there is a balance here.
- LSU - given the nimble-ness, the more organic outgrowths, you will continue to cull out to Facebook.

- CrisisCommons - This conversation has been heavy on the policy side, I think there is a real opportunity to have a technical discussion with agencies and technology volunteer groups on how to better use the Facebook API and perhaps create problem definitions which arise from the agencies and have Facebook hackers and technology volunteers to prototype solutions. That is what we have been established to do is to work during times when response agencies can coordinate (not in a crisis) and to explore not only policy discussion but technical discussions, continuous improvement. There is also an opportunity for Facebook employees to be involved as volunteers too. Like I mentioned before Facebook could create a Digital Think Tank to explore these challenges, work with research groups, hacker communities and policy folks to create continuous improvement and perhaps added value to the Facebook platform - and ultimately the people behind the platform, because it's about those people who are behind the profiles.
- Facebook - Having Facebook employees get involved is a great idea, and have a tech discussion, tech think tank, how to we leverage all the minds of the people who work here. Facebook - one of the reasons we are excited about the potential
- How can Facebook create resiliency?
 - LSU - there are families who have disruption, the idea of other types of resources may get more complex. Another issue is economics - there is job loss. You will need other kinds of resources (also the downturn in the economy). The idea of how to build resilience over time. Some communities take a very long time to rebuild.
 - Facebook - we can help do a resiliency piece, everyone knows there were businesses.
 - Red Cross - there are a lot of tools. any recovery effort is to reestablishing community. How do you reconnect everyone? Facebook is a great way to do that. How do you establish that quickly who are dispersed across 60 counties? Just encouraging it is good.
 - Facebook - understanding these needs hearing how the object changes. Develop case studies, have a Facebook story -- there are two sides consumer side and research side
 - CrisisCommons - There is a significant potential of Facebook to play more of a "corporate citizen" role as part of your corporate social responsibility actions rather than consumer-side product development.
 - LSU - after a disaster you feel really helpful. If you can use this new technology, we can't do this alone, and from a research perspective we need to see how Facebook evolves, it could (potentially) change the way we do disasters
 - CalEMA - this changes too fast, hard to after action report it. in the rebuilding phase, i see a potential conflict, what are we going to stack pages? there is a conflicting/confusion - how do you close out a page? you have all these people you have "friended," you have this huge platform that community will begin to migrate away from the disaster. Think through this leverage opportunity.
 - Facebook - We are hearing you on how to do you transform and channel all of that good will into something else rather than deleting a page after a disaster?
 - Facebook - any usefulness on the Amber Alert page - Is there a place for that model here?
 - LSU - the challenge is that we can't close something down, there are other areas...
 - Red Cross - having individual Facebook pages for disasters, this gets really difficult to

manage - there can be thousands of disasters in a year. We tried to have this going back to Hurricane Ike with Wordpress site and provide disaster information for reach different hurricane, it got really confusing for the public. We found that we were repeating the same thing too. It became really unmanagable. Its not friendly to the user, there is no incentive for people to come back to that page. There isn't a focus on this as a best practice.

- CrisisCommons: Currently the use of technology by government agencies or by civil society is not captured in the after action reporting processes. So what is happening on Facebook or any other platform goes unreported and not documented by the response agencies in particular. This is a challenge to the continuous improvement in this space.
- Facebook - from our experience, the average media partner we work with, they often think of "heirarchy pages," and they figuring out what are the right trade offs.
- FEMA - the other upside having one page you can engage throughout the lifecycle.
- Red Cross - it makes me want to cry to think about 80,000 pages for incidents throughout the year. What's interesting about Facebook, anyone can create a page and they will. We think that is a good thing. We are curious to find out what happens.
- CrisisCommons: There are two areas where this conversation can take place - at the national level and at the local level. The needs of the local folks are very different from national organizations. Engagement needs to happened across the spectrum.
- Facebook closing comments:
 - great to engage the community
 - next steps, we have a lot of really good feedback
 - how the tools and
 - there are complications that we have today,
 - let us digest and come back with an approach (to the group)

Heather's Recommendations/Thoughts

Just a few points of note from this meeting. As background, this was not the first meeting Facebook has had with emergency management and disaster response community. In the summer of 2009, Facebook and TechNet hosted Secretary Napolitano and FEMA Administrator Craig Fugate (and moderated by Jeannette Sutton of the University of Colorado at Colorado Springs) to discuss the role of social media, including Facebook in disaster response. This meeting included representation from CalEMA, California's Governor's Office, Los Angeles Fire Department (Brian Humphrey), San Francisco Emergency Management (Rob Dungeon), Yahoo for Good, Google Crisis Response Team, U-Stream co founder John Hamm, Jeff Moss Founder of DEFCON and BlackHat (also member of the Homeland Security Advisory Council). Facebook representation included Randi Zuckerberg and their Chief Counsel as well as former Director of Public Policy and Privacy, Chris Kelly. This 2009 meeting was one of the first discussions about the role of technology, specifically the citizen adoption and use of technology, during crisis events in the United States. A follow-up meeting was hosted by TechNet in November 2009 which coincided with the first Random Hacks of Kindness event at the Hacker Dojo. FEMA Administrator Craig Fugate chaired the follow-up meeting and attended the Random Hacks of Kindness hackathon.

The 2011 meeting had a heavy focus on consumer engagement and the improvement of Facebook as a product and a platform. Here were a few take aways from the conversation:

My thoughts on answering the question of **“What can Facebook Do?”**

- Explore the challenges of the Facebook algorithm which provides only a selected amount of content to the user. Often that content is based if there had be interest before. Facebook could explore how official crisis information could be seen 100%, not 20% of the time (based on the current Facebook algorithm) in Top News, even if the consumer has never visit the Page. How can there be options of text notification via mobile app during crisis events? What would this look like? For example, if I “like” San Francisco Emergency Management and they create a geolocated alert for my area because I’m in a Tsunami zone, how can Facebook make sure that I see that information, even if I don’t normally visit that Page? How does that rise above everything else, especially if I don’t pay attention to it all the time? How can a consumer create those settings in advance? Or even a search setting, if people are talking about “earthquake” in my location, how can I get a notification that is going on without looking into the mobile app?
- Facebook could invest in a team dedicated on continuous improvement and engagement for humanitarian relief with both a domestic (to the country of presence) and international humanitarian relief. Ideally Facebook could a dedicated primary point of contact for this team. The team could be coordinated as part of a corporate citizenship effort (not platform development) and participate in preparedness planning, exercises, trainings and events before crisis events. This team could recruit and manage a team of Facebook volunteers who could provide subject matter expertise, participate in hackathons with technology volunteers and support digital preparedness, response and recovery efforts.
- Facebook could create an Facebook Digital Think Tank where researchers, technology volunteers and Facebook analysts could collaborate to utilize open data to contribute new understanding how people and organizations are using Facebook as a platform to inform how emergency management and humanitarian relief practitioners do their job. Facebook’s Digital Think Tank could be multi-disciplinary (Technical, Policy, Consumer Behavior, ect) and should include technology volunteers as well as academia. There could be an open source tool development with technology volunteers. Facebook and agencies could have a exchange , embed or loaned executive program where Facebook and an agency could swap employees to provide better understanding and and subject matter expertise on both sides.
- Facebook could create a Facebook Crisis Landing Page, similar to Google <http://www.google.com/crisisresponse/japanquake2011.html>, to direct people to official information. Facebook could ensure that local crisis information “comes to the top of any search” using search and pro-bono ad placement. In addition, crisis information results could be part of the consumer experience such as providing donated ad space directing consumers to official crisis information (or to the landing page) or by adding a “Recommendation box” in the upper right hand corner in geographic areas where a crisis has happened or as part of a ticker which launches the box when people search for crisis information. Or event allowing for people to create their own crisis information links (and showcasing the official information as options for them to share).

- Facebook could join the Missing Persons Community of Interest, like Google, in coordinating with response and relief agencies on missing persons data (both domestic and international). This is an open community with participants such as the International Committee of the Red Cross and Refugees United.
- Facebook could be a significant partner in the 2012 National Preparedness Month effort to help their community understand how to use their platform, especially in case of an emergency. For example, Facebook could go through the Ready Rating program offered by the American Red Cross to make sure their employees and their families are prepared in case of a disaster.
- Facebook could encourage families to be better prepared in their digital world by encouraging families to create Family groups or a Family Preparedness Facebook App which could be a game (ie. Farmville) to help families become better connected and better prepared in case they are disconnected from their digital devices. (Example - local rally location, memorization of key phone numbers)
- Facebook could create a “verified” Page so that people can see that Page is part of official information. It is very confusing to citizens in the middle of a crisis when Pages are sprouting up which look official but aren’t.
- Facebook could create a sub-administrator function so that technology volunteers can help response agencies and nonprofits to manage comments/content. For example, people put their phone numbers on Page posts.
- Facebook could create some kind of crisis information expiration notification to point the user back to current official information. Challenge is that people recycle old information. Someone says they need water and two weeks later people are giving them water. This is significant for not only action information like - evacuation notifications but of donation management. In Alabama there was significant duplication of efforts based on needs provided through social media. For example, we heard that 30 groups (some affiliated with the response, some faith-based and unaffiliated) took action and there was duplication. We are seeing this more and more.
- Facebook could incorporate perspectives and use cases from the humanitarian relief ecosystem including emergency management and disaster relief practitioners in the initial concepting of platform developments not at the end.
- Facebook could support education and training opportunities of emergency management practitioners across the world on how to use their platform.
- Facebook could launch a significant consumer awareness campaign (in collaboration with privacy and emergency management practitioners) to show people how to use their platform to share that they are okay. For example, you need to turn on your geolocation, text to Facebook status feature.
- Facebook could add features to its platform and encourage behavior of third party applications
 - Facebook Mobile App could have the ability to share posts or tag posts, videos or photographs of pages (only on the browser version).
 - Facebook Mobile App could have the ability “share with everyone” option so if someone is in a crisis and they want to share the picture with the world it can be tagged, shared and geolocated.
 - Facebook could have the ability to provide a Pages feature where unaffiliated groups can aggregate their pages together. For example, during a crisis you can have the Red Cross,

local emergency management and other “affiliated pages” so citizens can work through the response information.

- Facebook could lead by example, provide a leadership role and expand their “digital celebrity” to support crisis events. For example, Facebook could use the World Economic Forum and other global engagement opportunities to explore how the technology sector who has made great effort to have consumers adopt technology tools to commit to consumer education to teach how to use Facebook in a crisis. This could also be done in collaboration with Internet providers, especially mobile carriers where connectivity, capacity and capability in crisis events can be a significant challenge
- Facebook could participate in existing crisis response, cybersecurity and other governmental workgroups which focus on providing the technology sector with information on potential challenges in cybersecurity as well as crisis response.

Thinking about what could others do?

- Chief Information Officers (especially government at all levels) should remove “cybersecurity” blocks from social media tools from both their desktops and their mobile phones.
- FEMA could (1) establish a Technology Subcommittee under the National Advisory Council which can allow for companies like Facebook to engage with the agency, (2) create an office which could liaison directly with companies like Facebook to incorporate the latest technology innovations and adoption use as well as coordinate response and recovery roles with the technology sector (3) revise national emergency management doctrine to reflect the massive adoption of technology by citizens and organizations and provide guidance and training for emergency management practitioners (4) create a technology embed program to show technology companies how crisis response is done and to exchange how the response authorities use (or don’t use) these tools and platforms (5) request that technology use be captured by FEMA and its affiliated response agencies and organizations (internal and external) and (6) dedicate resources to increasing digital literacy of emergency management and its affiliated response communities (including Faith-Based, VOADs, and others)
- Emergency management, telecommunications and technology trade associations could create committees to focus on the use of technology by their members and/or customers. These committees could work together to help drive consumer education and understanding and use of technology tools in crisis events at not only a policy and technical level, but also across their C-level leadership

During the meeting Facebook asked, “What needs to happen before a crisis?” Here are a few quick thoughts (some of them are repeats...)

- What Citizens could do:
 - learn how to turn your geolocation on (if you want to be found)
 - learn how to update your personal status to say “I’m okay” via a text message
 - “like” crisis information pages before a crisis (local emergency management, fire, ect)
 - create a family and neighborhood group, like local response agencies

- Facebook could:
 - have a known crisis information landing page for events
 - liaison to crisis organizations (ie. know where and who to get information from)
 - coordinate a Facebook Crisis Response Volunteer Team to provide assistance to response agencies or affiliated organizations who need help with the Facebook platform
 - provide exclusive beta test opportunities to “dogfood” or pilot features with emergency management and technology volunteer communities, provide opportunities test a Facebook landing page, mobile apps, ect.
 - create a focus on digital preparedness - work with Zynga and other Facebook gaming app companies to encourage the gamification of digital family communications plans and other preparedness and mitigation efforts. develop cause marketing opportunities with their media partners - tie into vendors; retail, transmedia experience
 - use crisis events as teachable moments to help Facebook consumers know how to use the platform if they were in a crisis
 - could help people learn how to use Facebook before crisis events
 - could help emergency managers understand how to use Facebook to communicate with the public and for the public to share what they see as part of their situational awareness
 - involve emergency management in the development of future features of Facebook in the development stage rather than as an after thought vertical, they should be part of the enhancement opportunity of the utility of the product and how people can share when they are (or their friends/family) in a crisis situation
 - provide access to Facebook open data (firehouse of what people have shared with “everybody” designation) to the research community, especially when there are disasters (real-time research). we need to learn and continuously improve how emergency management uses these tools and to understand the rapid adoption behavior of people using the tools.
- Technology volunteer developers
 - teach how to use Facebook API (and how it works with other systems, data feeds), provide developer expertise and leadership
 - teach how to pull data for agencies, nonprofits
- Agency
 - Create page before the event
 - training on how to use page, develop a unique voice
 - figure out a multi-agency approach/potential landing page (official information)
 - community engagement, promote citizens to “like” the page before a crisis
 - Ensure updates if located outside of the emergency operations center

10:30am-Noon

Roundtable Remarks from Participants on the Current Disaster Relief / Social Media Ecosystem - What's working and what's not? (Fred Wolens)

Noon –1pm

Working Lunch with Facebook Presentation on Emerging Best Practices on how NGOs and Government use Facebook Tools and Resources (Mandy Zibart and Charles Porch)

1-2pm

How Facebook is Used Today and Feedback from Participants - Case Studies: Japan Earthquake (James Bakken), Joplin Tornadoes (Dave Steer), New Zealand Earthquakes (Charles Porch)

2-3pm

Open Brainstorm – Scenario based exercise on 2011 Tornado Outbreak

3-3:45pm

Facebook Application Brainstorm – Solicit Ideas and Discuss Development of a Facebook-based Disaster Relief Application

3:45-4pm

Closing Remarks

Facebook and Disaster Relief

In January 2010, a devastating earthquake struck Haiti and the response in the days and weeks after has underscored the Internet's critical role in connecting the world's population in times of tragedy. Facebook launched the Disaster Relief on Facebook Page where millions of people could educate themselves and find out how to help not only in Haiti but wherever disaster and misfortune may strike.

We want Disaster Relief on Facebook to serve as a collaborative resource for individuals, non-profits, governments and industry to raise awareness for those in need around the world. We're inviting relief organizations to be part of this effort so they can further highlight their needs during times of crisis. Please visit our Disaster Relief on Facebook Page, which highlights emerging best practices.

By staying connected, we can all make a difference no matter where we are in the world. – Facebook Disaster Relief Page

Current and Past Facebook Initiatives

The Facebook Disaster Relief Page launched in January 2010 following the Haiti Earthquake and now boasts over 530,000 members. The Page serves as a clearinghouse for Facebook related, and broader Internet based, disaster relief activities.

While a January 2010 [ABC News Story](#) emphasized the new trend of how people in Haiti were updating their Facebook statuses as primary means of communicating with family and friends this activity has been happening as early as the Aceh 2004 Earthquake. (See Also - [Facebook Helps Locals Find Family in Chile](#))

Facebook Causes has been used by several NGOs to raise money for disaster relief and recovery missions including the \$100, 000 raised by Oxfam America for The Help Earthquake Survivors in Haiti Cause, a large part of the over \$4000, 000 raised in the weeks following the tragedy by over 20 different projects. Additionally, Facebook has been used by users to create Pages outside of Causes to help raise money - [South Florida Facebooking for Haiti](#)

Facebook Credits have been used to raise money for disaster relief, including, the ability to buy a 'Water for Haiti' charity gift through Oxfam America.

The [Facebook Blog](#) has been leveraged to launch the Global Relief on Facebook Page underlining the ability of Facebook to serve as a "collaborative resource for individuals, non-profits, government and industry to raise awareness for those in need around the world."

Facebook Live segments have aired to help distribute relief messages, raise money and provide live streams of events around the world (including the [Hope for Haiti benefit](#)). This is in addition to President [Bill Clinton's Facebook address](#) instructing users how they can help the Haiti Relief Effort and [the Haiti Today, Haiti Tomorrow Facebook Town Hall with UN Sec. Ban Ki-Moon](#).

Following the development by third-party developers, Facebook [embedded](#) the Haiti Earthquake Person Finder application on the Global Disaster Relief Page.

External Use of Facebook

Facebook is now at the center of the [American Red Cross](#)' efforts to keep the public informed about disaster relief, especially after a catastrophic event like the [Chile](#) or [Haiti](#) earthquakes. It was particularly after the Haiti earthquake that the Red Cross mobilized and created a procedure for how to respond on Facebook. – Wendy Harman (American Red Cross)

The entire panoply of NGO, government, and relief orgs that use Facebook in disaster situations is hard to catalogue.

Non-Profits

The American Red Cross Page alone has over a quarter million fans and delivers disaster news, has a blog, allows for people to donate both blood or money, and features stories.

[UNICEF](#) marked the six-month anniversary of the devastating floods in Pakistan by posting a photo essay on its Facebook page of those still struggling to recover and calling for continued international assistance.

Government

Government organizations, including the US Department of State, have used their Facebook Page to push information and provide resources to those in Haiti, Japan, Chile, and Christchurch following disasters in these areas.

Public relations strategies have been executed in connection with Facebook, such as, the US Navy posting photos of their relief efforts across the world or Senator Shelby using his page to showcase [his efforts](#) in the Gulf. This often crosses over to the important work of repairing psychological trauma – Senator Akaka used his [Facebook page](#) to urge citizens to stay calm and offered his prayers.

The National Oceanic and Atmospheric Administration and FEMA both provided real-time updates on the Gulf Coast Oil Spill as well as providing resources for those in the affected areas. CNN's [Impact Your World Page](#) gives users an opportunity to get informed about disasters and provides information on how to get involved.

President [Barack Obama](#) turned to his Facebook Page to share a message on the fifth anniversary of Hurricane Katrina and former [President Bill Clinton](#) also posted a special remembrance message for his Facebook fans.

Corporations

Zynga, during both the Haiti and the Japan earthquake relief efforts, created [limited edition social goods](#) in their games to allow users to support emergency aid through the World Food Programme.

[Air New Zealand](#) set up an [Air New Zealand - Christchurch Quake Support](#) Facebook page in response to the devastating earthquake that struck the city of Christchurch, New Zealand, this page provided live updates and support for those affected. Additionally, [Accommodation for Earthquake Stricken Cantabrians](#) is a Facebook page set up by Facebook users to help victims of the Christchurch earthquake find temporary accommodation. The page's wall has a stream of New Zealanders in the Canterbury region offering accommodation to people whose homes have been destroyed.

Possible Future Projects

There has been an impressive array of uses of FB in the disaster relief context, but what has been lacking is central coordination or an organized meta-level use by Facebook or a partner organization to harness the current initiatives.

Possible future projects –

- Creation of an App that can be repurposed for specific disaster scenarios with several layers of functionality – causes to solicit donations, media partner to stream news and coverage, people finder, relief information, Facebook stories, solicit volunteers etc.

- Foster the creation of online communities where survivors can receive help and share stories.