

Colorado Division of Emergency Management (DEM) - Info Sources

Contact Info

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COEmergency - Division of Emergency Management Online

Division of Emergency Management
COEmergency/DEM "Hub" - <http://coemergency.com>
DEM Colorado.gov Site - <http://dola.colorado.gov/dem>
DEM Twitter Feed - <http://www.twitter.com/coemergency>
DEM Facebook - <http://www.facebook.com/coemergency>

Division of Emergency Management Info Lists

Email List Registration for COEmergency Updates and Colorado Headlines on <http://coemergency.com> (right side of page)
COEmergency Media Articles RSS feed at <http://www.google.com/reader/shared/coemergency>
DEM Weekly Report - informal summary on events, trainings, etc
Note: contact brandon.williams@state.co.us to be added to the weekly

Colorado PIO Group in Facebook - Open to any PIO (public, private, nonprofit, etc)

To join the Colorado Public Information Officer Facebook Group, go to Facebook and, in the Facebook search line, look up "Colorado PIO". Request to join the group and you will be added. The direct link to the group site is http://www.facebook.com/home.php?sk=group_139723722750485&ap=1

DEM Social Media Role

- Provide survey and analysis of social media tools as they relate to emergency management
- Bridge gap between "why use" to "how to implement"
- Translate and assist in account utilization, including training
- Demonstrate how to integrate social media efforts into existing response structures
 - Single resource efforts to use social media as a force multiplier
 - Provide options for consideration on how tools can be used within ICS/NIMS
 - Provide online tools and networks into which Colorado responders can plug
 - Provide online services specific to Colorado and emergency management info

MOST IMPORTANT - Help avoid "Shiny New Object Syndrome"

Guided by three rules: Tools must

- 1) Be easy to use
- 2) Enhance collaboration/info-sharing
- 3) Be "free"

Inbound/Monitoring - Situational Awareness

Analysis

Know your source. Technology can help efficiency, but it does not replace common sense analysis.

Twitter

Colorado-Specific Social Media verified Consolidated Feeds (*can be viewed without an account*)

- Colorado Media Feed - <http://www.twitter.com/coemergency/co-media>
- Colorado Government Feed - <http://www.twitter.com/coemergency/co-government>
- Colorado EM Feed - <http://www.twitter.com/coemergency/co-emergencyservices>

Note: You can view these without an account, but with an account, simply choose to "follow" those outlets/feeds you are interested in. With an acct, if you have included your mobile phone info in your registration, you can also choose to have alerts sent from only those feeds you identify to your phone in real time. This is significantly more targeted and will yield much more

tailored results and provide you benefit of monitoring without burden.

Single Event/Incident

Twitter Search - Keywords, People and #Hashtags (# used to ensure post is associated with discussion thread)

Twitter Advanced Search - <http://search.twitter.com/advanced> (for geographic searches)

Third Party Software (advanced - consolidates searches, passive activity and facilitates circulation of info)

- Tweetdeck - <http://tweetdeck.com> or Hootsuite - <http://hootsuite.com>

RSS - Real Simple Syndicate (RSS) Feeds

- Readers - Google Reader - <http://google.com/reader/> or My Yahoo at <http://my.yahoo.com>

- RSS to Email - <http://xfruits.com> (can be done for single feeds as well as searches)

- Colorado verified Media List - <http://coemergency.blogspot.com/2010/02/pio-tool-colorado-rss-feeds.html> and is also available for download in COEmergency Google Docs site.

Outbound/Messaging - Social Media Messaging

Analysis

Avoid shiny new object syndrome. Know your audience, know your objective, use appropriate tools for task.

"Hub and Spoke"

- Consider how you want to collect information and how each tool serves as force multiplier
- Consider message and audience - make sure you understand what you want before you choose the tool
- Consider level of interaction - some tools closer to ground than others
- Consider level of activity, response, comfort and management support for online interaction

COEmergency - "Hub" (built on the Blogger.com platform also external COEmergency FB site)

- Middle ground between formal press release and casual conversation
- Easy to use interface and enables simple, flexible upload of information (email, site, etc) - point-to destination
- Stream of date/time stamped info that can be categorized and enables RSS to facilitate media/public tracking
- Photos (Twitpic, Flickr, etc...) - feed material... easy visuals. Visuals good.
- YouTube - feed material... serious risk of shiny new object syndrome - consider views versus effort.

Official Site - "Spoke"

- Differs for each organization. DEM uses DOLA-based site as an encyclopedia or info warehouse.

Twitter - "Spoke"

- Public, far-reaching and fast. Use communication nodes as your force multiplier.
- Focus on groups that can speak for you - schools, vol orgs, religious groups, media, businesses, etc.
- Evergreen material will build readership and help speed message when you need it
- Use to distribute vital safety messages but more as a traffic cop to additional point of info - tel/website/geo point

Traditional communications - "Spoke"

- These are still very, very, very, very effective.... The Traditional Press Release is Not Dead.
- Smoke signals - new tools are just new ways to get an old job done but must account for when these don't work
- Metrics, metrics, metrics

Future

- Crowdsourcing Mapping - <http://www.coemergency.com/p/exercises.html>
- SEOC Statewide Exercises using Colorado PIO Facebook Group contact micki.trost@state.co.us
- Qik/video updates direct from EOC/field PIOs