Issue Management in crisis situations with social media

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# Mass communication with social media

- **Social networks, Forums, Messenger and VOIP for community talk**, e.g. facebook, linkedin, MSN, Blackberry Messenger, Skype

- **Blogs for easy publishing of news and other changing information**, network of radiation sensors in Japan, social unrests in northern part of Africa

- **Micro blogs for very fast information diffusion**, e.g. Twitter Over heating problem of London busses, Tag #sandiegofire 2007 von Nate Ritter

- **Content sharing communities for fast multi media publishing**, e.g. Youtube, Flickr, rapidshare

- **Social news aggregators for indexing and easy content discovery**, like Google news, Technorati

- **Social Bookmarking for content exchange and indexing**, e.g. delicious, dig

- **Wikis for common text creation**, e.g. Wikipedia

# New communication channels with social media

Classical crisis communication

Authority ← Classic Media → Public Space
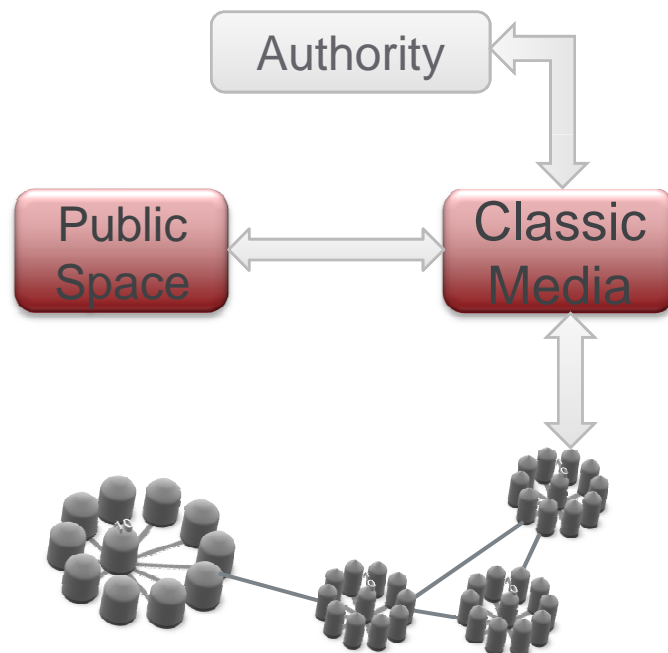
Crisis communication with social media in place

Social Media ↔ Public Space ↔ Classic Media ← Authority
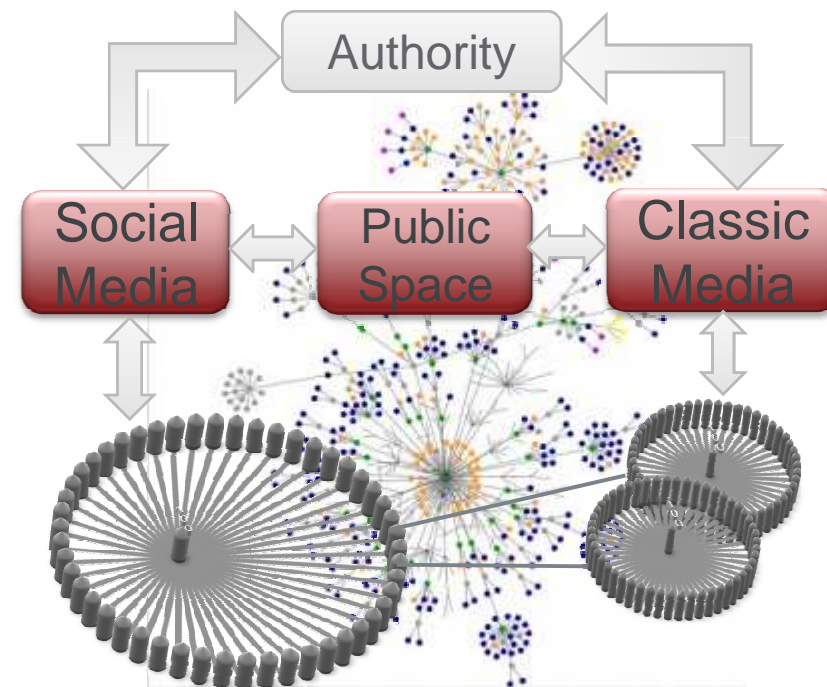
Impact of new media on crisis communication

- More network- centric communication within and between larger friends communities, than only with classic communication channels (e.g. with facebook)

- Publication to a wider public space, very fast (with only a few mouse clicks), with different media forms (text, sound and video).

- Classical mass media have lost their gateway position.

- Authorities tends to lose their information monopol.

- Anonymous publication of background information is possible. So it can be expected, that authority failure will get published at some time.

- Mobile electronic devices have a large amount of different sensors on board, which could be used in crisis management.

- Information flow is much faster in any direction, which makes reaction time much shorter. This can be an asset for crisis communication, but needs some adjustments in crisis communication plans.
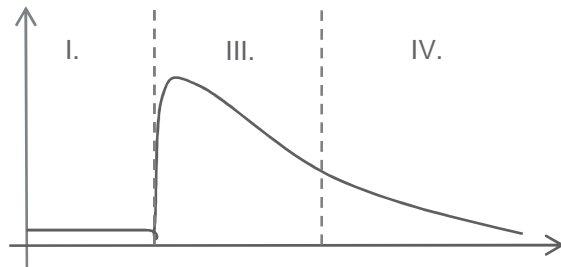
# Network-centric issue management in crisis communication
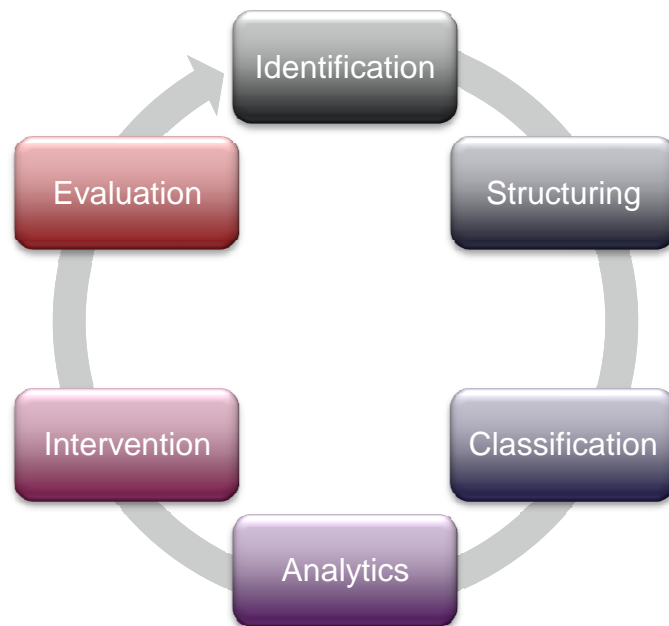
- **Identification** of relevant communication channels
- **Structuring** of communication content
- Automatic **classification** of communication content
- **Analysis** of content to identify
  - new and emerging topics
  - influencer groups
  - and opinion leader
- **Intervention** e.g.. with information campaign, moderation or participation in active social media discussions
- **Evaluation** in social media is different (two way communication)

Issue Management applied in different types of crisis

Attacks, disasters or accidences   Social unrests or social conflicts
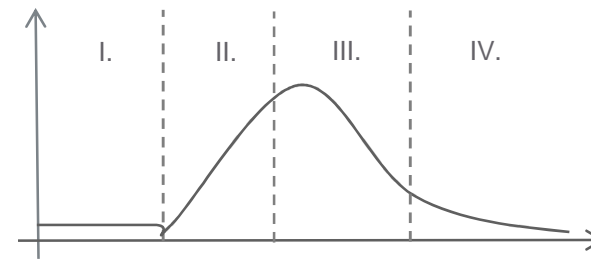
Typical communication issues at specific time in crisis communication:

I.   Pre-crisis period: precaution, prevention and foresight communication

II. Escalation period with crisis triggering events: often some kind of discussions in expert networks

III. Crisis event period: search and rescue communication in first responder networks and from authority to public

IV. Post-crisis period: authority to public communication about sense making and post crisis research communication in expert networks

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Thank you for your attention!

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