Use of twitter
Utøya 22. july 2011

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Twitters structure

- Microblogging
- Short messages (140 characters)
- Everything is public (almost)
- Quick and wide distribution of messages
- Well articulated sentences mostly used (preferred)
- Optional whom to follow

Twitter - terminologi

- Respond to somebody else's tweets, **@peter**

- Re-tweet («Forward»), **RT @peter**

- Hashtags **#** Used to put tweets in conjunction with each other. #ecall

- Opportunity for private messages

  P @peter

First contact- Utøya

- The first call to the health emergency number**113** came **17:24**
«there is a policeman and he shoots wildly around»

- *22.07.2011 PM**17:36**: «Oh My God there are people shooting at the AUF camp» unnimi*

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Uncertainty

- The tweets for the first 25 minutes were expressing uncertainty
- Thousands of tweets were conveyed
- A high fraction of the tweets were identical
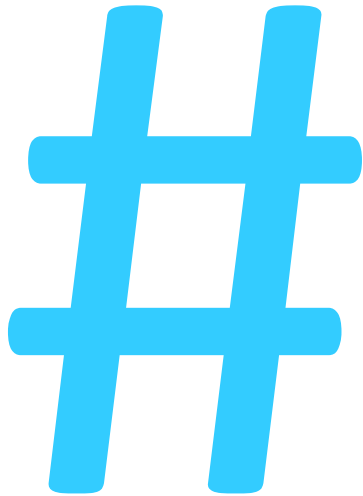
Hashtags during the incident

#osloxpl
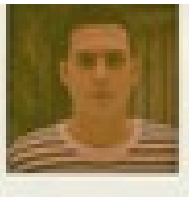#oslo
#utøya
#utoya
#utoeya
#norway

Example of communication

BjornJarle

@kjetilvevle Can you update us what's happening out there?

KjetilVevle

@BjornJarle We sit by the water. A man wearing a police uniform is shooting. Help us with information on when the police will be here.

Twitters role

- Before the incident
  - Nice chats about the arrangment
  - Politics and love

- During the incident
  - Information and emergency channel

- After the incident
  - A room for mourning and processing of feelings

Applications of Twitter in a public safety organization (PSO)

- Eye witness observations and collecting of tips
- Prevention and management of rumors
- Advice and guidance to the public
- Calming fears in the community
- Mobilising the public
- Improving situational awareness
- Gathering volunteers with a specific education
- Involving citzens in emergency communications

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How could public safety organizations (PSO) adapt social media ?

First

1. Useful to the PSOs?

2. Consider the legal side of it

3. How to conduct it – make procedures

Proposal

1. Train some of the communication advicers in public safety organizations to deal with "data mining" in Social media during an incident

2. Let them search, process and filter information during incidents

3. Let them provide information to the public safety organization that handles the incident

4. If direct questions from the audience act under the authority of the PSO or as an intermediary

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? Questions and
comments

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Download the
presentation

www.kokom.no/downloads/twitter.pptx