



Social media collaboration that 'clicks'

Social media collaboration in crisis management





1 **NEW** DEFINITION IS ADDED ON **urban**

1,600+ **READS ON Scribd.**

13,000+ HOURS **MUSIC** STREAMING ON **PANDORA**

12,000+ **NEW ADS** POSTED ON **craigslist**

370,000+ MINUTES **VOICE CALLS ON skype**

98,000+ **TWEETS**



320+ **NEW** **twitter** ACCOUNTS



100+ **NEW** **LinkedIn** ACCOUNTS

20,000+ **NEW** **POSTS ON tumblr.**

13,000+ **iPhone** APPLICATIONS DOWNLOADED



QUESTIONS ASKED ON THE INTERNET...

100+ **Answers.com**
40+ **YAHOO! ANSWERS**



600+ **NEW** **VIDEOS**

25+ HOURS **TOTAL** **DURATION**

70+ **DOMAINS** REGISTERED

60+ **NEW** **BLOGS**

168 MILLION **EMAILS** ARE SENT

694,445 **SEARCH** **QUERIES**

1,700+ **Firefox** **DOWNLOADS**

695,000+ **facebook** **STATUS** **UPDATES**

50+ **WORDPRESS** **DOWNLOADS**

6,600+ **NEW** **PICTURES** ARE UPLOADED ON **flickr**



Y! THE **WORLD'S** **LARGEST** **COMMUNITY** **CREATED** **CONTENT**

1 **associatedcontent** **NEW** **ARTICLE** IS PUBLISHED



1,500+ **BLOG** **POSTS**



Google

Google Search



125+ **PLUGIN** **DOWNLOADS**

79,364 **WALL** **POSTS**

510,040 **COMMENTS**





Powerful technology in every pocket



PraestoAE

9 hours

RT @Luke_Ubiquitous: @wadhwa Ur mobile phone has more computing power than all of NASA in 1969. NASA launched a man to the moon. We launch a bird into pigs.





New management

Manage abundance
(not scarcity)

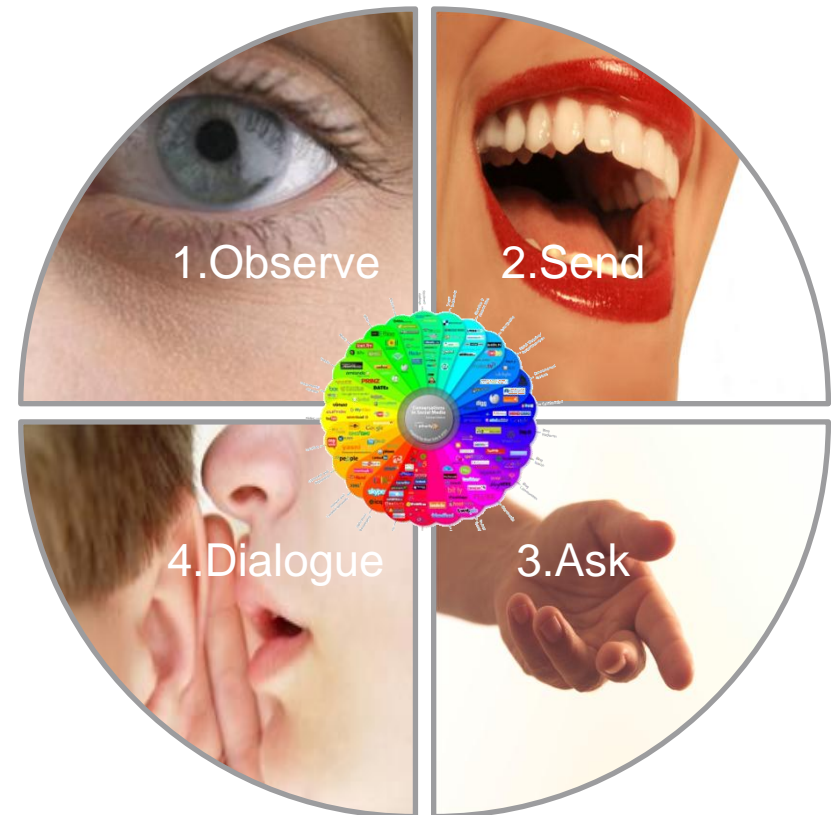
Agenda

- › 4 uses of crisis management and social media
- › Analyses of incidents
 - › Twitcident.com: Pukkelpop analysis
- › SWOT of social media and current dilemma's
- › A look into the future...



4 ways of using social media

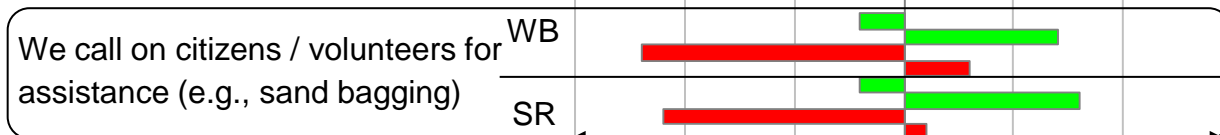
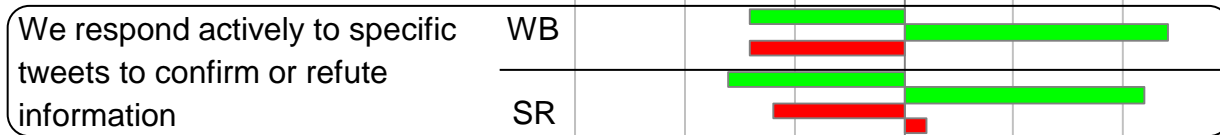
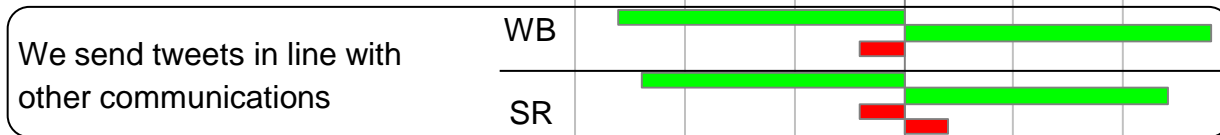
1. Observe
 - › Monitor, analyse, intelligence
2. Send
 - › Inform
3. Ask
 - › Crowd sensors and wisdom
4. Dialogue
 - › Collaboration, co-creation



How does your organization use Twitter during a crisis, now and in the near future (in 1 or 2 years)?

WB = Water Boards
SR = Safety Regions

■ Yes ■ No



15 10 5 0 5 10 15

Now Future

Social media and social safety




WWW.ONZEBUURTVEILIG.NL/TILBURG-T-ZAND
Inloggen | Ik wil meedoen!

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[VEILIG WONEN](#)
[VEILIG ONDERNEMEN](#)
[UW BUURT](#)
[NIEUWS](#)
[CONTACT](#)
[HET INITIATIEF](#)

TILBURG VEILIG

Tilburg, 't Zand Uw postcode: Toon Zoom TweeSteden Ziekenhuis Tilburg Weergave [Kaart](#) [Satelliet](#) [Lijst](#)

Geef uw buurt een cijfer
Gemiddeld: 4,8 (op 01/11/2010)

Start
Hoe werkt onzebuurtveilig.nl?

'Jouw idee telt tegen agressie en geweld'

www.maakhetveilig.nl

Internetaangifte

www.onzewijkveilig.nl

HELP ZELF MEE..
UW WJK VEILIG TE HOUDEN

WWW.POLITIE.NL/HAGLANDEN

Meld u aan voor de **Digitale Nieuwsbrief**

facebook

Search

Politie Groningen Zuid/Haren

Community/Government · Haren, Groningen, Netherlands

Wall [Politie Groningen Zuid/Haren · Everyone \(Top Posts\)](#)

Politie Groningen Zuid/Haren

Takkenbrekers slaan hun slag in vakantieperiode
www.youtube.com

Recommend This Place

Help your friends discover great places to visit by recommending **Politie Groningen Zuid/Haren**.

Write a recommendation...

Social media and crisis management



Twitter first to publish dramatic crash pictures

February 25, 2009

The social networking site Twitter again stole a march on traditional media when it was the first outlet to publish dramatic pictures of the Turkish Airlines crash.

Moments after the plane crashed at Amsterdam's Schipol airport on Wednesday morning the news was appearing on Twitter, CNN International correspondent Errol Barnett said.

Share 36 recommendations. Sign Up



Reports say that some survivors escaped from the plane through cracks in the fuselage.

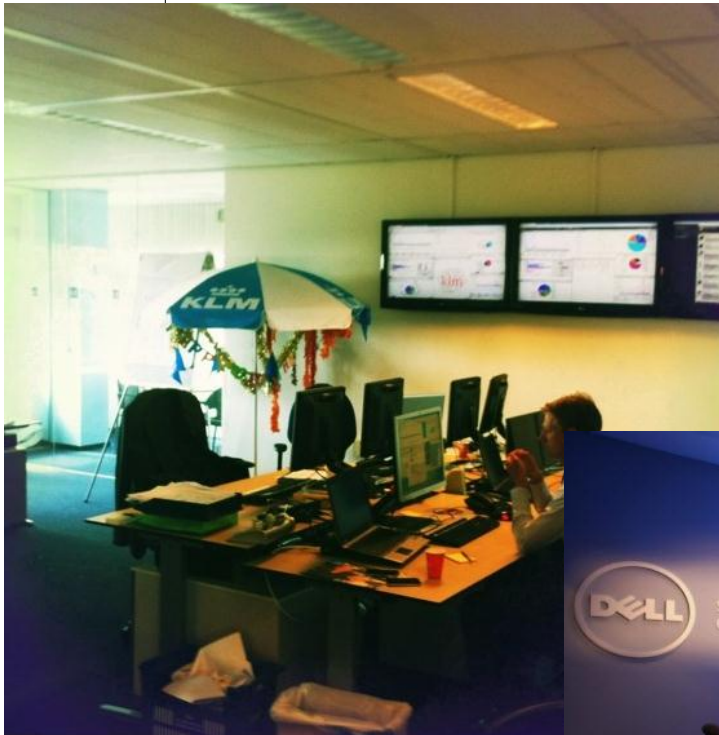
Send reports via:
mobile phone :: email :: web

"COULD BECOME AS IMPORTANT A JOURNALISTIC TOOL AS THE FREEDOM OF INFORMATION ACT." - TIME MAGAZINE

WikiLeaks is a non-profit media organization dedicated to bringing important news and information to the public. We provide an innovative, secure and anonymous way for independent sources around the world to leak information to our journalists. We publish material of ethical, political and historical significance while keeping the identity of our sources anonymous, thus providing a universal way for the revealing of suppressed and censored injustices.

1. Observe

Gatorade mission control



KLM Social media Hub



Dell listening command centre



mobile usage

Moerdijk fire

Started today at 14:28

Danger to citizens?

NOS headlines

According to the mayor of Moerdijk, no dangerous substances are measured.

NRC

No danger public health, no casualties.

Fire fighters: fire mastered within half hour

<http://bit.ly/gKLvRG> #moerdijk



Any casualties?

No tweets found



Pukkelpop storm

Started on August 18, 2011 at 6:15PM

Tweets

Stats

Map

Pics

Videos



ASIconstantants A.S.I. Consultants

Noodweer Pukkelpop eist 2 doden - NRC Handelsblad: Eindhovens
DagbladNoodweer Pukkelpop eist 2 dodenNRC Handelsb... <http://t.co/oV588JZ>

2011-08-18 21:33:03.0



FakeElvis Aron

Wat ben ik blij dat ik nu niet in belgie ben, hetzij op pukkelpop, hetzij op mijn fietsje.

2011-08-18 21:33:15.0



kpjacobs kpjacobs

Poeh he. Ga ik in bad niets aan de hand kom ik eruit is er allemaal ellende op
pukkelpop #bizar #pp11

2011-08-18 21:33:19.0



appelogen appelogen.be

Ongevallen boom #pp11 <http://t.co/0Ji1DXZ>

2011-08-18 21:33:21.0



patquintelier Pat Quintelier

Hartverwarmend alle hulp die aangeboden wordt in Hasselt en omstreken. Sterkte
aan iedereen daar. #Pukkelpop

2011-08-18 21:33:24.0



alyssasurewaard alyssa surewaard

@lievejofrey wtf dr is nog niet eens s pinkpop nu! 2 doden op PUKKELPOP

2011-08-18 21:33:29.0



Kevv1990 Kevin L

#Pukkelpop... ZIEK!

2011-08-18 21:33:33.0

About the Pukkelpop storm

66k

tweets

39k

users

20k

re-tweets

14k

replies

Search in Pukkelpop tweets

Filter tweets

Publisher

Answers to common questions

Location mentions

Time window

Remove filters

Sort tweets

Sort options

Moderators



Pukkelpop storm

Started on August 18, 2011 at 6:15PM

Tweets Stats **Map** Pics Videos



About the Pukkelpop storm

66k tweets **39k** users **20k** re-tweets **14k** replies

Search in Pukkelpop tweets

Filter tweets

Publisher ▾

Answers to common questions ▾

Location mentions ▾

Time window

Remove filters

Sort tweets

Sort options ▾

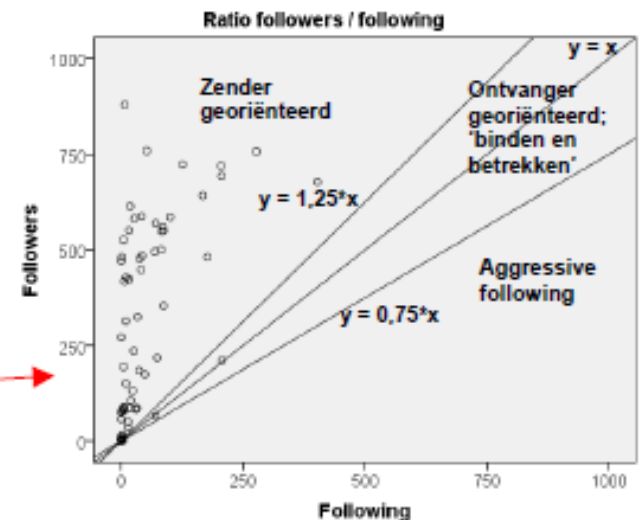
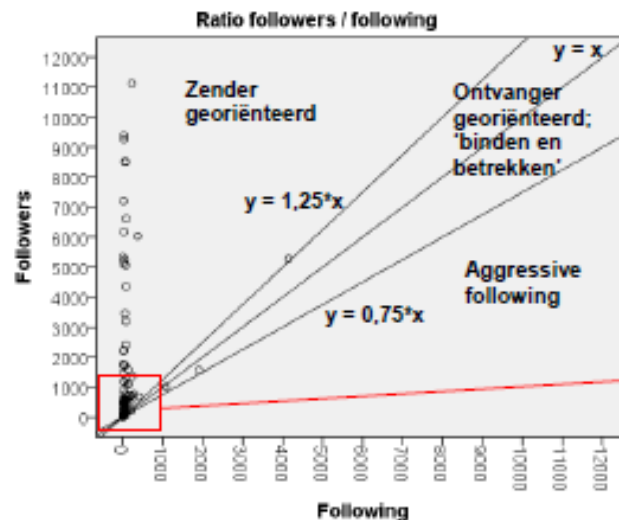
Moderators



2. Send and inform

- › Most crisis management organisations are oriented on broadcasting

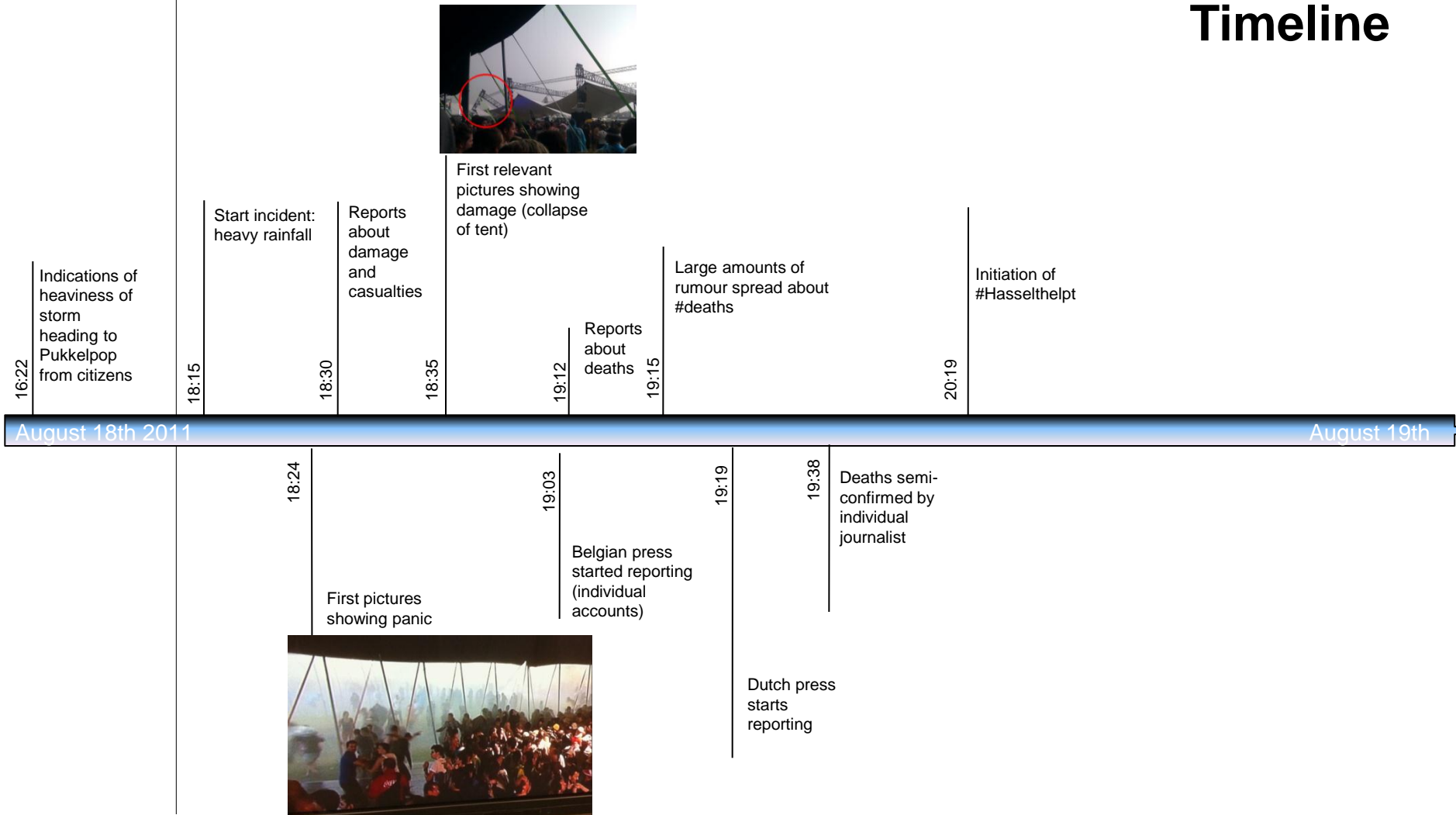
	#Twitter accounts (# organisations)
Safety region	18 (25)
Fire dept	21 (25)
Police dept	25 (25)
GHOR	10 (24)
Water board	24 (25)



Pukkelpop storm: Belgian festival deaths reach five



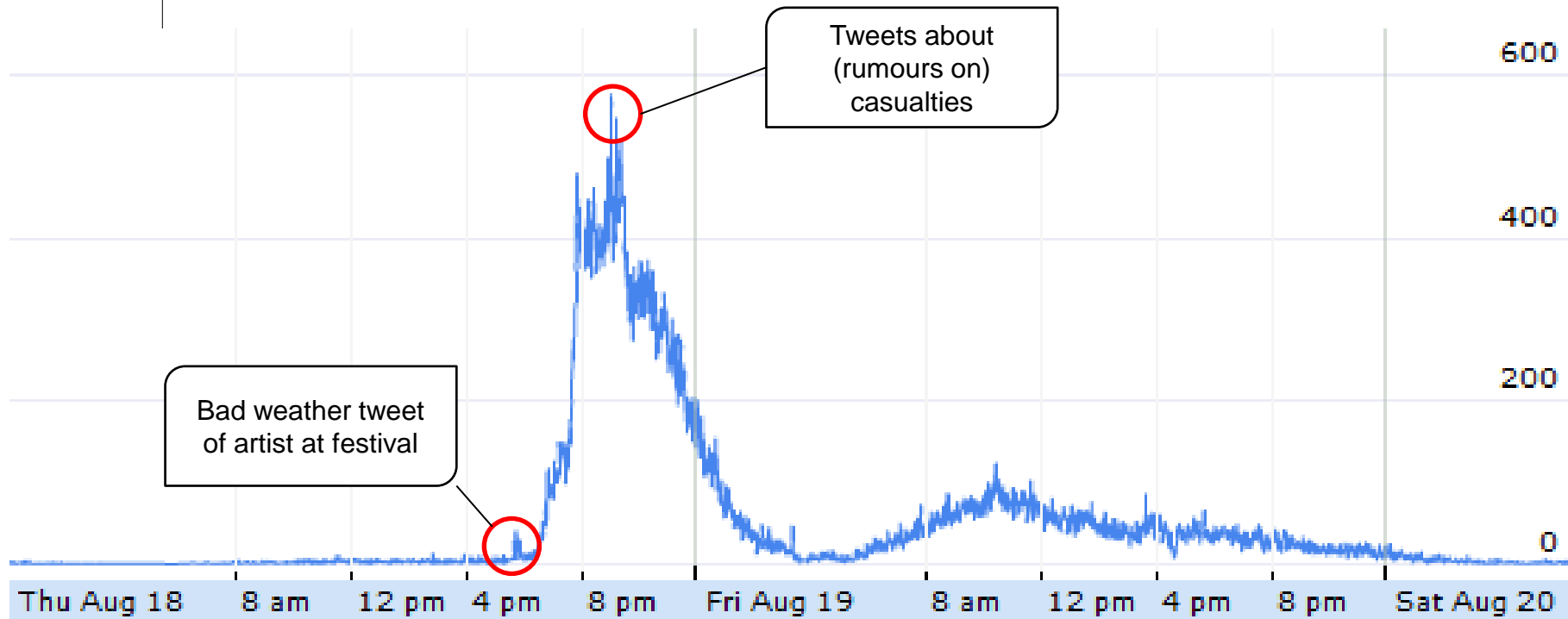
Timeline



Messages prior to the incident (early warning system)

User	Tweet	Time
Maartentibau	Serious thunderstorm in Hasselt. I hope for a happy end at Pukkelpop.	6:03PM
AlexanderDuyf	Apocalyps at Kiewit! #pukkelpop #thunderstorm	6:03PM
Rubenschroyen	Aiaiai #pp11 it could become a drama #thunderstorm	6:03PM
Jerola	Here at Hasselt there is an immense thunderstorm going on #hasselt #pukkelpop it is 6PM and the street lights are on, it is so dark	6:06PM
Ellenpotoms	Rain, lightning and thunder! #pp11	6:07PM

Pukkelpop Twitter traffic



Geographical spread of tweets

(A) 4:15 – 6:15 PM



(B) 6:15 – 6:30 PM



(C) 6:30 – 7:15 PM



(D) 7:15 – 8:15 PM

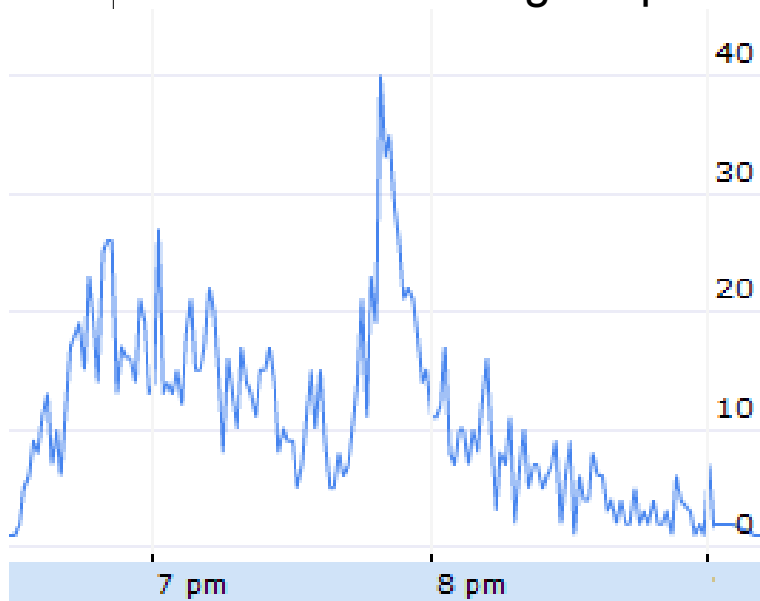


Spread afterwards:



Topic analysis during incident

Tweets/min on 'Damage' topic



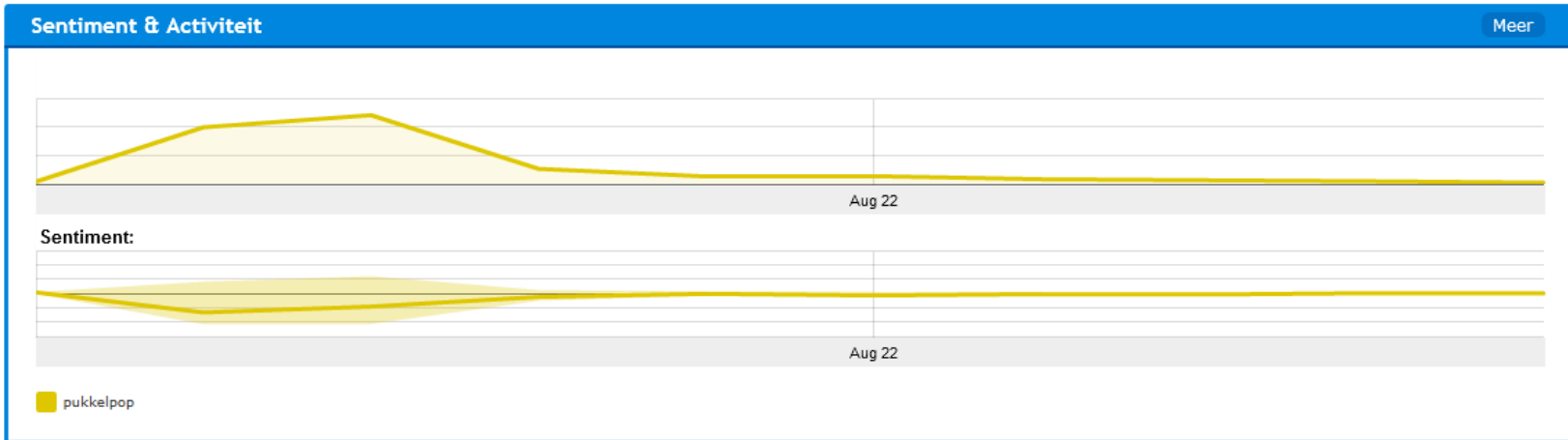
Tweets/min on 'Casualty' topic



17/08/2011 - 26/08/2011
Zoek

+ Vergelijk
ⓘ Zoektips
24H 7D 1M 3M 6M 1Y 2Y
Opslaan

Samenvatting
Sentiment & Activiteit
Trending topics
Top websites
Top auteurs
Expert
Rapport



Trending topics voor pukkelpop Meer

1. [mensen](#)
2. [slachtoffers](#)
3. [sterkte](#)
4. [organisatie](#)
5. [hasselt](#)

Top websites voor pukkelpop Meer

1. www.facebook.com	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 20px; height: 10px; background-color: green;"></div><div style="position: absolute; left: 20px; top: -2px; width: 20px; height: 10px; background-color: red;"></div></div>
2. forum.politics.be	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 2px; height: 10px; background-color: #ccc;"></div></div>
3. forum.fok.nl	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 2px; height: 10px; background-color: #ccc;"></div></div>
4. www.nu3ij.nl	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 2px; height: 10px; background-color: #ccc;"></div></div>
5. twitter.com/TrendingToppik	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 2px; height: 10px; background-color: #ccc;"></div></div>

Top auteurs voor pukkelpop Meer

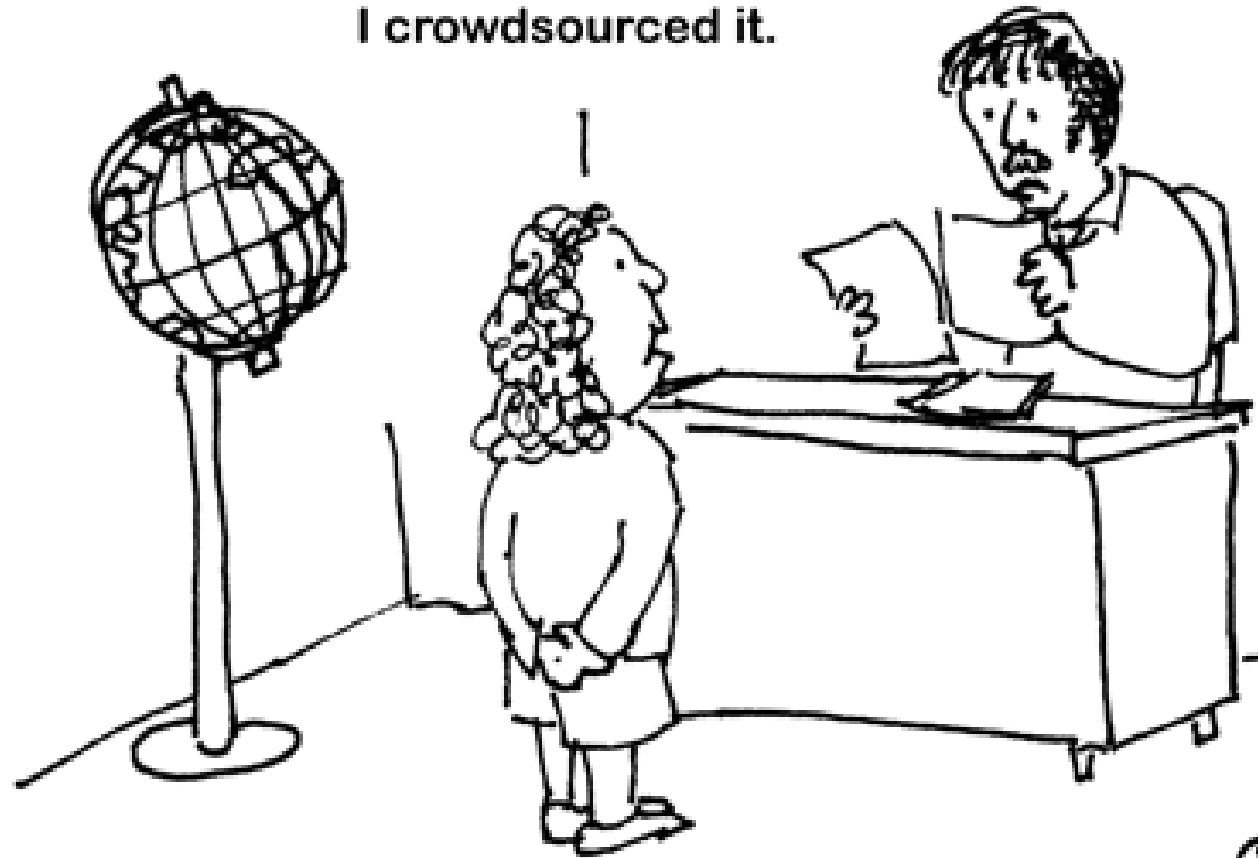
1. TrendingToppik	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 20px; height: 10px; background-color: green;"></div><div style="position: absolute; left: 20px; top: -2px; width: 20px; height: 10px; background-color: red;"></div></div>
2. festivalnieuws	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>
3. TVL NIEUWS	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>
4. brkbe	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>
5. MeneerRik	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>

Type bronnen voor pukkelpop Meer

1. Twitter	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 20px; height: 10px; background-color: green;"></div><div style="position: absolute; left: 20px; top: -2px; width: 20px; height: 10px; background-color: red;"></div></div>
2. Facebook	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 20px; height: 10px; background-color: green;"></div><div style="position: absolute; left: 20px; top: -2px; width: 20px; height: 10px; background-color: red;"></div></div>
3. Nieuws	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>
4. Forum	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>
5. Hyves	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>

3. Crowdsourcing

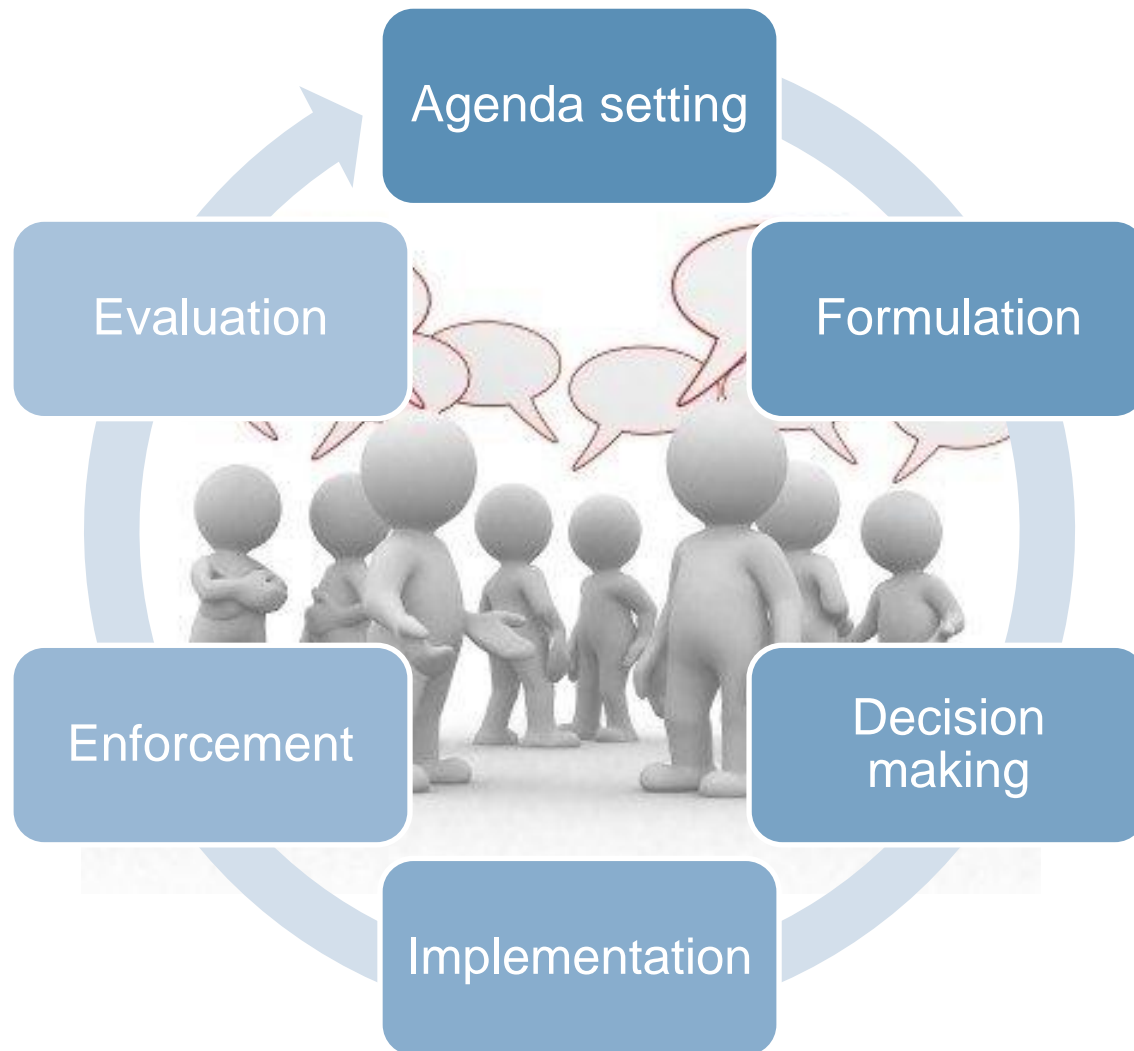
I think you'll be
delightfully surprised
by the quality of my work
on this assignment.
I crowdsourced it.



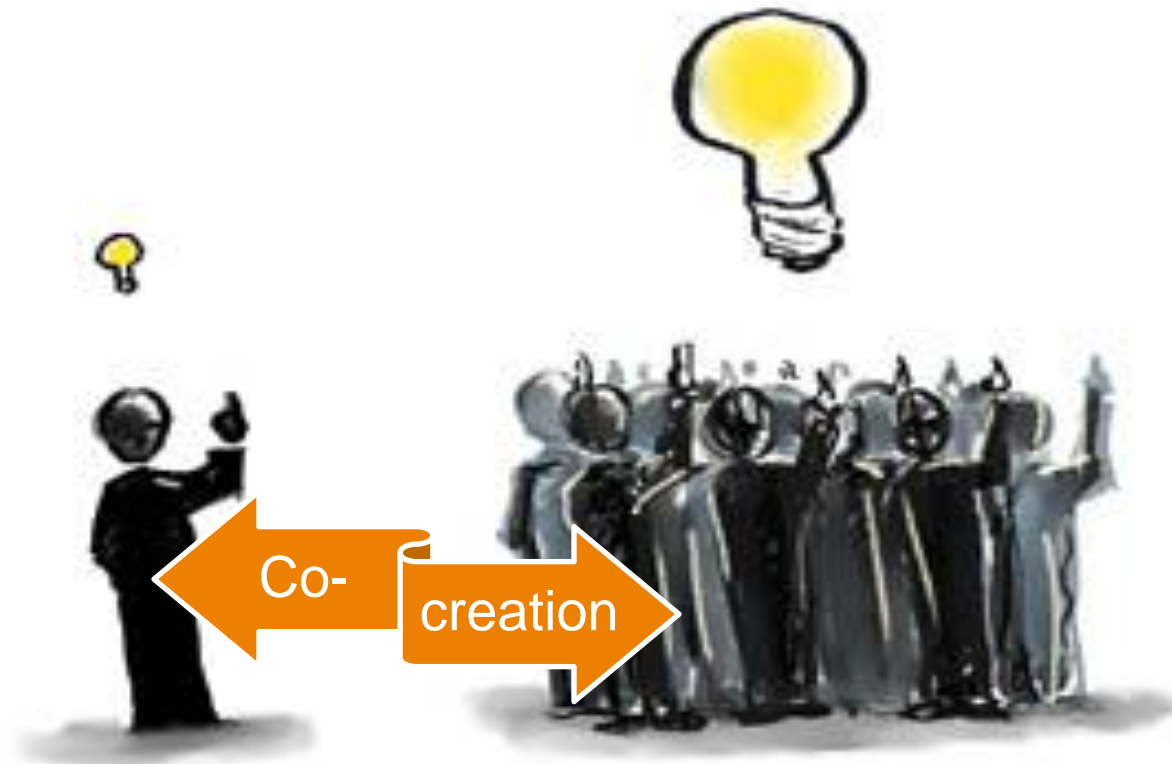
3. Crowdsourcing during incidents



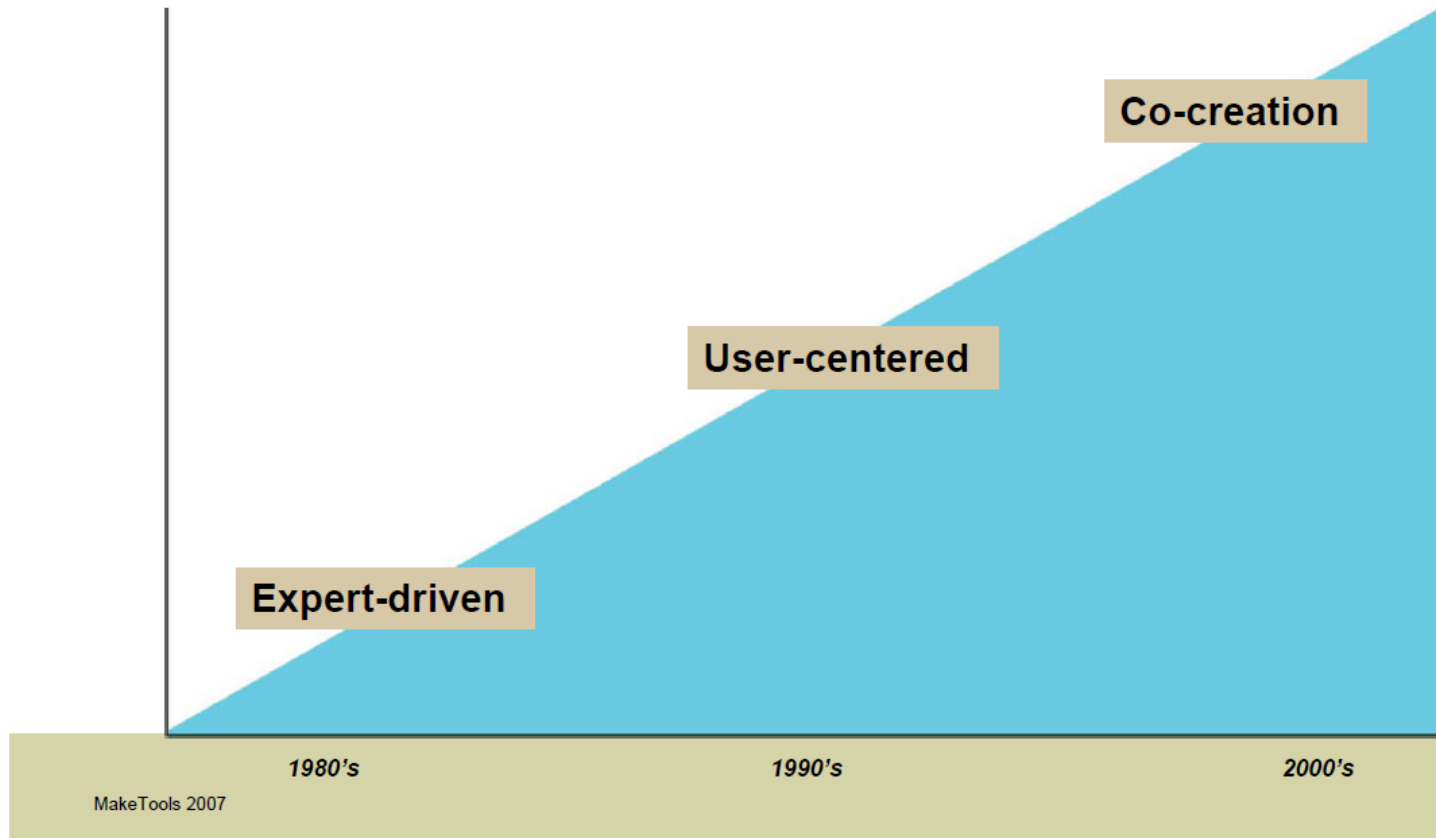
4. Dialogue in all phases of policy cycle



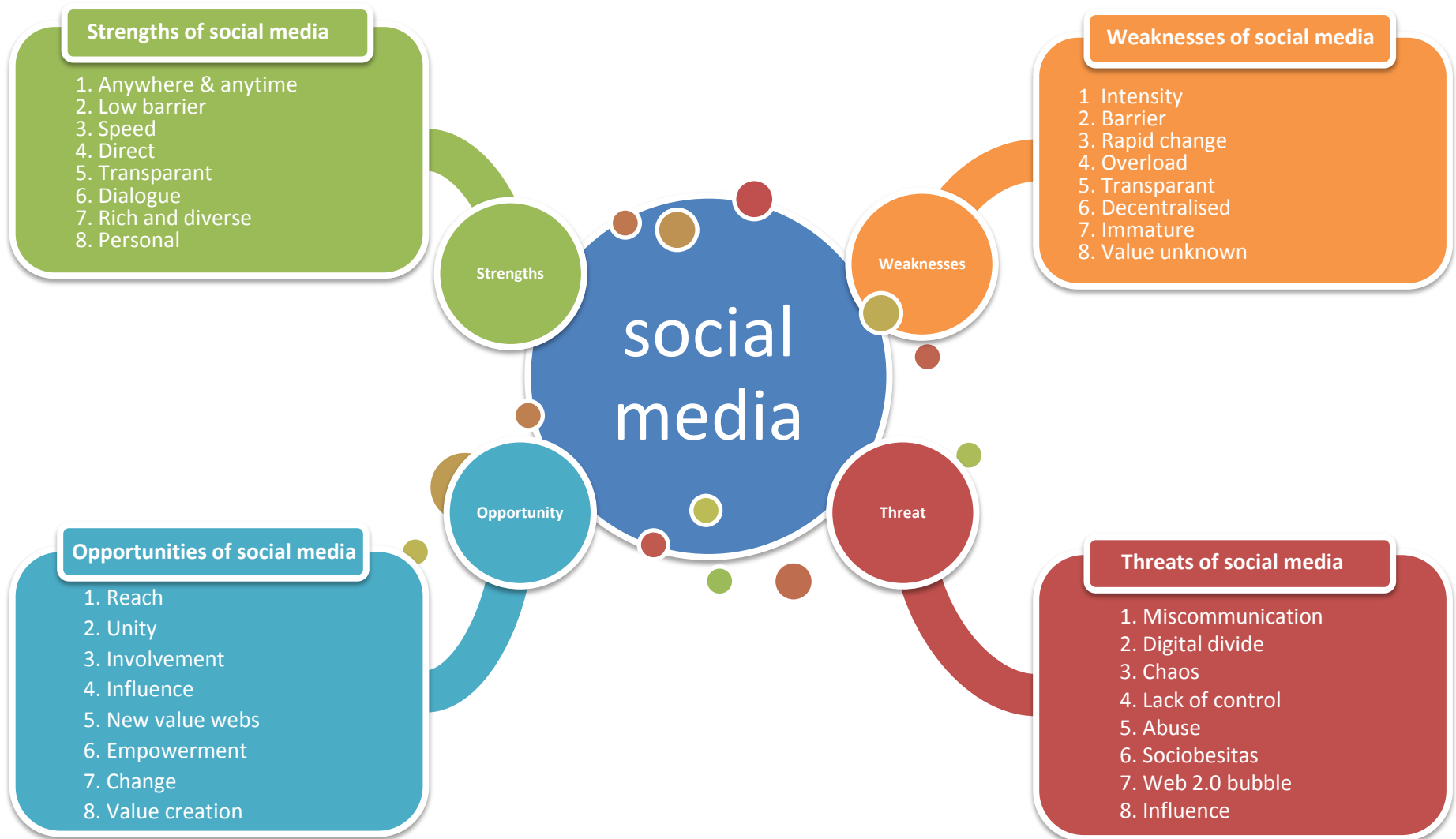
Mutual collaboration



Paradigm shift



Social media SWOT



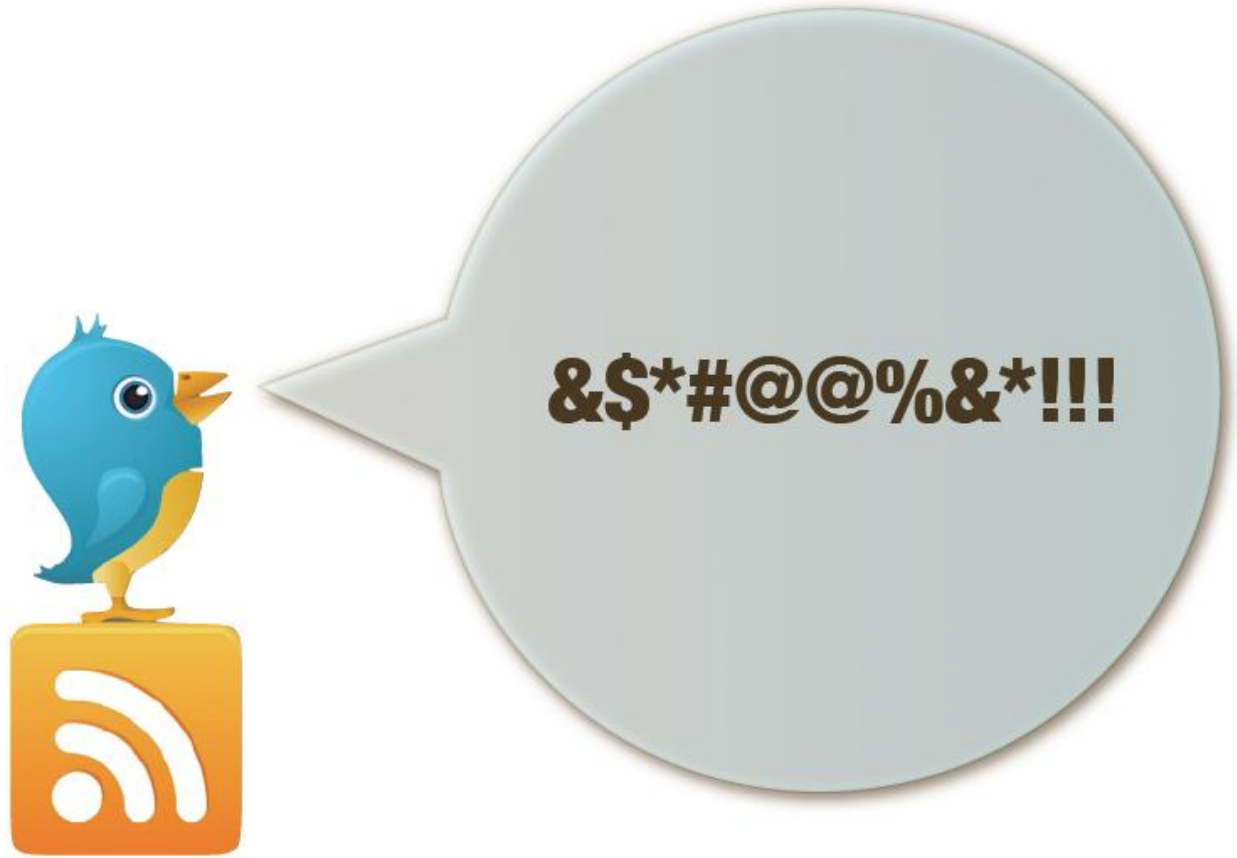
But does social media 'click'?...



They break all rules...



“The crowd produces mostly crap.” – Jeff Howe

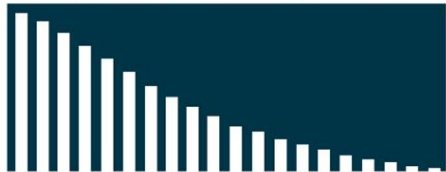


The crowd can destroy your brand/company

HELL



FIASCO SYSTEMS



NOKIA
Disconnecting People

2M



BAD YEAR



there is no common language...



Community management
vs crowd control?



Ethics...

BIG
BROTHER
AWARDS

challenging

What is your next step?

engaging

**Are they
with you or
against
you?**



twitcident.com
@twitcidentapp



Arnout de Vries

Senior scientist
Innovation Management

Arnout.devries@tno.nl

<http://www.tno.nl/>

@MrFreeze23



#cocreatie