



# **Spread The Word Save Lives With Social Media**

*Advanced Severe Weather Seminar  
March 10, 2012*

**You Are Here...So Where Do  
You Get The Warning?**

**Twitter, Facebook, Text Alerts**



# **Just In Case You Don't See Or Hear This**



**Tuscaloosa, Alabama  
April 27, 2011**

# Get Tweeted In Time



[OhioValleyWx](#) Delta winds still over 140 knots as it is moving right into #Birmingham...#ALwx

Twitter - Apr 27, 2011 7:03:54 PM



[IZEDNECK](#) RT @JIMesiaM: RT @wsfa12news: MONSTER tomado moves into highly populated areas near Birmingham. EF4 or EF5 very possible. #alwx

Twitter - Apr 27, 2011 7:03:54 PM



[holdenvilleem](#) RT @100WAPI: RT @YenuWodajo: State trooper just came to tell me Tuscaloosa mall and DCH hospital are destroyed. #alwx

Twitter - Apr 27, 2011 7:03:53 PM



[The\\_dreamer](#) RT @deongordon: Tomado is in Pleasant Grove, moving downtown. You should be in a sheltered area NOW! #alwx yfrog.com/h2f70rzj

Twitter - Apr 27, 2011 7:03:47 PM

- **Straight To Your Cell Phone**
- **140 Characters**
- **Pictures**
- **Web Links**
- **Re-Tweets**
- **@ Links To Other Twitter sites**
- **# Marks To Subjects**

# Or Spread the Word on Facebook

The image is a screenshot of the Facebook page for 'KX News Minot'. The page header includes the Facebook logo, a search bar, and the page name 'KX News Minot' with the location 'TV Network · Minot, North Dakota'. Below the header is a row of five small images showing flood-related scenes. The main content area is titled 'Wall' and shows a 'Most Recent' feed. The first post is by Danielle Workman-Tuom, who mentions heading to Oregon and having a large fenced yard. The second post is by Janine Lafrentz Carlisle, reporting on the Saskatchewan Watershed Authority's advice regarding dam outflows. The third post is by Char Bachmeier Beehler, mentioning an NBC flood report and a picture of a house in Bismarck. The fourth post is by Laura Wohl, mentioning a video mute issue. The left sidebar contains navigation links for 'Wall', 'Info', 'Friend Activity', and several 'LIVE' streams related to flood coverage. It also shows 'About' information, including a flood hotline, and statistics for '32 check-ins' and '27,200 likes'. At the bottom of the sidebar, there are logos for 'KX News' and 'SMARC'.

facebook

Search

**KX News Minot**  
TV Network · Minot, North Dakota

Wall  
KX News Minot · Most Recent ▾

Share: [Post](#) [Photo](#) [Link](#) [Video](#)

Write something...

**Danielle Workman-Tuom**  
I dont know if anyone will but, if anyone is heading to Oregon for any reason, my home is open to anyone in need, I have a huge fenced yard with plenty of room for kids, I have family moving in this weekend from Minot...  
2 seconds ago via Android · Like · Comment

**Janine Lafrentz Carlisle**  
Saskatchewan Watershed Authority has advised that the combined outflows from Boundary Dam and Rafferty Dam have dropped to 490 cubic metres per second and may continue to drop. The Saskatchewan Watershed Authority and SaskPower have indicated that the structural integrity of the dams remains intact.  
2 seconds ago · Like · Comment

**Char Bachmeier Beehler**  
NBC has the Minot flood on right now. But they were using the picture of the house in Bismarck.  
14 seconds ago · Like · Comment

**Laura Wohl**  
KX might want to mute the vocal on the video you are attempting to show - comments talk about the "language"  
18 seconds ago · Like · Comment

Wall  
Info  
Friend Activity  
LIVE KX News Flood Coverage  
LIVE Minot River Cam: Water Plant  
LIVE Minot River Cam: Holiday Inn Fairgrounds  
LIVE Minot River Cam: Holiday Inn 8th Ave SE  
LIVE Minot River Cam: Broadway Bridge  
More ▾

About  
Ward County Flood Hotline: (701) 859-9366

32 check-ins  
27,200 likes

Likes See All  
KX News  
SMARC

# Use of Social Media Up 700% Year-To-Year

- If Facebook were a country, it would be the world's 3rd largest country behind China and India.
- 71 percent of companies use Facebook, 59 percent use Twitter
- A total of 234 million people age 13 and older in the U.S. use mobile devices.
- 2011- More than 95 million Tweets per day were sent in the U.S.

# Instant Notice

- You Tweet 200 Followers
- They Tweet 200 Followers Each
- They Tweet 200 Followers Each
- 8,000,000 Tweets
- In Less Than 1 Minute



The screenshot displays three tweets from the Twitter platform, all timestamped as April 27, 2011, at 5:43 PM. The first tweet is from user [lanyatt1](#), who is retweeting [@334HoodNews](#) with the text: "Tomado reported in Madison County #alwx". The second tweet is from [SacredNature](#), retweeting [@TWCBreaking](#) and stating: "Two supercells with confirmed tornadoes will track very close to Tuscaloosa, AL in next 30-45 minutes! #severe #alwx". This tweet includes a link to a "Local Weather Alert for Tuscaloosa" from weather.com. The third tweet is from [chuck006](#), retweeting [@brentcraig](#) and reporting: "No power or verizon cell coverage on Sparkman St in Hartselle. #alwx @morgancountywx". Each tweet includes a small profile picture of the user.



# James Span, ABC 33/40

Birmingham, Alabama

1,000,000 Tweets Less Than 2 Minutes





# 57,000 Twitter Followers 20,000 Facebook Followers Plus, Additional Sites

- When people follow you on Twitter, follow them back
- Handle your own Tweets. No one else can do it for you effectively
- Have a servant's heart in social media
- Provide useful information in a timely way
- Everyone is important and deserves useful information even in remote rural areas
- Everyone has time for social media it's a matter of making it a priority.



@spann

James Spann

“@Goodsnake: @spann UAB Hospital is having a blood drive all weekend for victims of the storms in North Pavillion 2nd Floor.” #alwx

28 Apr via Twitter for iPad ☆ Favorite □ Retweet ↻ Reply

replies ↓



jhcards James Hampsten

@spann CJ's Bus from Evansville is leaving Saturday to head to Tuscaloosa to help out the kids impacted by the storms yesterday

28 Apr

# Additional Options

- **EMWIN** (Emergency Managers Weather Information Network)
  - Software through sites like wxmesg.com
  - Allows for automated tweets and Facebook updates
- **TEXT ALERTS**
  - Usually Free
  - Download from web or TV stations
  - One of the best is WeatherCall
- **DUO APP For Cell Phone**
  - Allows one message to be sent out on both Twitter and Facebook

# Sign Up Because Seconds Count



# My Twitter, Facebook & Email



## **Twitter**

@TammieSouza

## **Facebook**

facebook.com/TammieSouzaTV

## **E-mail**

tammie.souza@gmail.com

tammie.souza@foxtv.com