Social Media in Emergency Management

Peta O’Donohue
SA Country Fire Service
“In an emergency the ability to reach as many people as possible, as quickly as possible with the right information, relies on a multi-channel communication process”

Greg Nettleton, Chief Officer
SA Country Fire Service
The Australian, 2013
Community expectations

<table>
<thead>
<tr>
<th>Event of a bushfire</th>
<th>12/13</th>
</tr>
</thead>
<tbody>
<tr>
<td>Go to the CFS website</td>
<td>37%</td>
</tr>
<tr>
<td>Listen to ABC radio</td>
<td>33%</td>
</tr>
<tr>
<td>Listen to other radio</td>
<td>14%</td>
</tr>
<tr>
<td>Contact the local fire station</td>
<td>14%</td>
</tr>
<tr>
<td>Contact someone I know in CFS/MFS</td>
<td>9%</td>
</tr>
<tr>
<td>Ring the Bushfire Hotline</td>
<td>9%</td>
</tr>
<tr>
<td>Turn on the TV and watch for updates</td>
<td>6%</td>
</tr>
<tr>
<td>Use a smartphone / app (general)</td>
<td>3%</td>
</tr>
<tr>
<td>Follow on Facebook</td>
<td>3%</td>
</tr>
<tr>
<td>Follow on Twitter</td>
<td>0%</td>
</tr>
</tbody>
</table>

28% would follow for updates
CFS Social Media

- CFS uses Facebook and Twitter.
- Facebook is the preferred option for the community to engage with us.
- We have 2 Facebook accounts:
  - one is our primary account with 31,940 ‘likes’.
  - the other is an automated operational feed with 24,437 ‘likes’.

www.cfs.sa.gov.au
SA Country Fire Service shared a link.
15 hours ago · Edited

Updated FIRE BAN & FIRE DANGER RATING ADVICE FOR 16 October 2013
Issued at: 18:29 on Tuesday, 15 October 2013

TOTAL FIRE BANS

The public are advised that TOTAL FIRE BANS have been declared for Wednesday, 16 October 2013 in the following F... See More

CFS :: CFS Fire Ban and Fire Danger Rating Issued 15 Oct 18:31
www.cfs.sa.gov.au
CFS Fire Ban and Fire Danger Rating

Like · Comment · Share
12 people like this.

Kylie Bennett I’ve just seen a bonfire from earlier today on a hills property that is still burning. Is it attended. Is it safe? 15 hours ago via mobile · Like

SA Country Fire Service Hi Kylie,
No, bonfires should never be left unattended. Also with the Fire Ban coming into effect at midnight, the fire needs to be out. If unattended, we’d appreciate if you could report to 000 thanks. ^Fic 15 hours ago · Like · 1

Write a comment...
Results for cfs talk

Top / All / People you follow

CFS Talk @CFSTalk
Enhanced National Emergency Alert SMS emergency warning system launched #bushfire #AdelHills #Adelaide ow.ly/d/1AW0

Mohandas Franki @MohandasFranki
A Talk with Dennis Mangan, New Member of Simmaron’s Scientific Advisory Board shar.es/EIaU @SimmaronResearch #CFS #MECFS

Miranda Kenny @mirendakennySJ

CFS Talk @CFSTalk
REMINDER TOTAL FIRE BANS declared TODAY, 16 October 2013 in the following TEN Fire Ban Districts: ow.ly/pPaYc #TFB

Matt Coleman @mattdod2000
RT @CFSTalk: Media Release: “Total Fire Bans declared in 10 fire ban districts” ow.ly/pPcB2 #adelaide #dontlightfires

CFS Talk @CFSTalk

CFS Talk @CFSTalk
Total Fire Bans Declared in 7 extra Fire Ban Districts across #SA
When operational

- Facebook becomes a critical tool when the community is seeking incident information.
- All Warning Messages and media releases are posted for the community to see.
- CFS directly engages with the community online by answering their queries.
- The community are encouraged to find information themselves (e.g. website, Bushfire Hotline). Self-sufficiency creates resilience.
CFS Major incidents

First rural incidents started August 2012. In the pastoral districts, total area burnt 1,459,655 hectares

- Mambray Creek – 11/11/2012 – Size 300 Hectares
- Coomunga – 20/11/2012 – Size 2250 Hectares
- Minlaton – 7/12/2012 – Size – 550 Hectares
- Marcollat – 23/12/2012 – Size – 5765 Hectares
- Sevenhill – 01/01/2013 – Size 31 Hectares
- Penola – 07/01/2013 – Size 100 Hectares
- Bundaleer North – 16/01/2013 – Size 2522 Hectares
- Cygnet River – 18/02/2013 – Size 81 Hectares
- Rockleigh – 26/03/2013 – Size 1549 Hectares
- Cherryville – 09/05/2013 – Size 650 Hectares
Tulka (CFS R6): 11-12 Nov 2012

- Lightning strike
- 2000 hectares destroyed. 14 cabins, 1 house and 2 sheds lost
- 4 Emergency Warning Messages issued
- Media conference held at HQ on 12 Nov
- Over 400 CFS mainstream media stories locally/nationally in four days (11-14 Nov 2012)
- Average 40 990 people per day reading messaging on Facebook
- 77 000 page views per day on cfs.sa.gov.au
Average online activity per day

- Tulka Facebook Reach: 40990.5
- Tulka Facebook Page Views: 3218
- Tulka website visits: 30683
- Tulka website page views: 77752.5

www.cfs.sa.gov.au
Firefighters in Port Lincoln reading Facebook messages. They said it made them feel really good to read messages of support and thanks.
Cherryville (CFS R1): 9-12 May 2013

- 650 hectares destroyed, 1 home and 2 sheds lost
- 6 media conferences held – 5 in Uraidla and 1 in HQ
- 4 Emergency Warning Messages issued
- 4 Community meetings held
- Significant 24-hour media interest locally and nationally
- Ch7, 9, 10, ABC, SKY News, Advertiser and Australian attended Uraidla Group Base day/night in addition to high volume media calls received steadily from other outlets
- Average of 260,000 people per day reading CFS messaging on Facebook
- 93,000 page views per day on cfs.sa.gov.au
Cherryville fire - Smoke from Uraidla
Average online activity per day

- Cherryville Facebook Reach: 260,143
- Cherryville Facebook Page Views: 6,009
- Cherryville website page views: 39,766
- Cherryville website visits: 92,775
Ways to Stay Informed

- CFS website
- RSS feeds
- Email subscription service
- Emergency Media Broadcast Partners
- Smart Phone Apps (iPhone & Android)
- Bushfire Information Hotline
  1300 362 361 (TTY 133 677)
- Facebook and Twitter
- CFS Brochures and fact sheets
- Community engagement programs
- Friends family and neighbours
- Your own senses and experiences

www.cfs.sa.gov.au
WE ALL NEED TO BE READY.

Being bushfire ready could save you and your family this summer. To find out how visit www.cfs.sa.gov.au