



DISASTER RESPONSE ON FACEBOOK

For government, politics and advocacy groups

AGENDA

1

- How can governments and first responders use
- Facebook to better communicate before,
- during and after a disaster?



2

- What tools and products has Facebook built
- for government, politics and advocacy groups?



TOOLS FOR DISASTER COMMUNICATION



Pages



Page Posts



Groups



Live



Events



Photos - Videos

PAGES

- Pages are a two-way communication channel
- Tell robust stories and engage with your audience
- Post frequently with relevant and timely information



PAGES

PRO-TIPS

Use call-to-action buttons, photos, links and videos

Like and follow similar Facebook pages

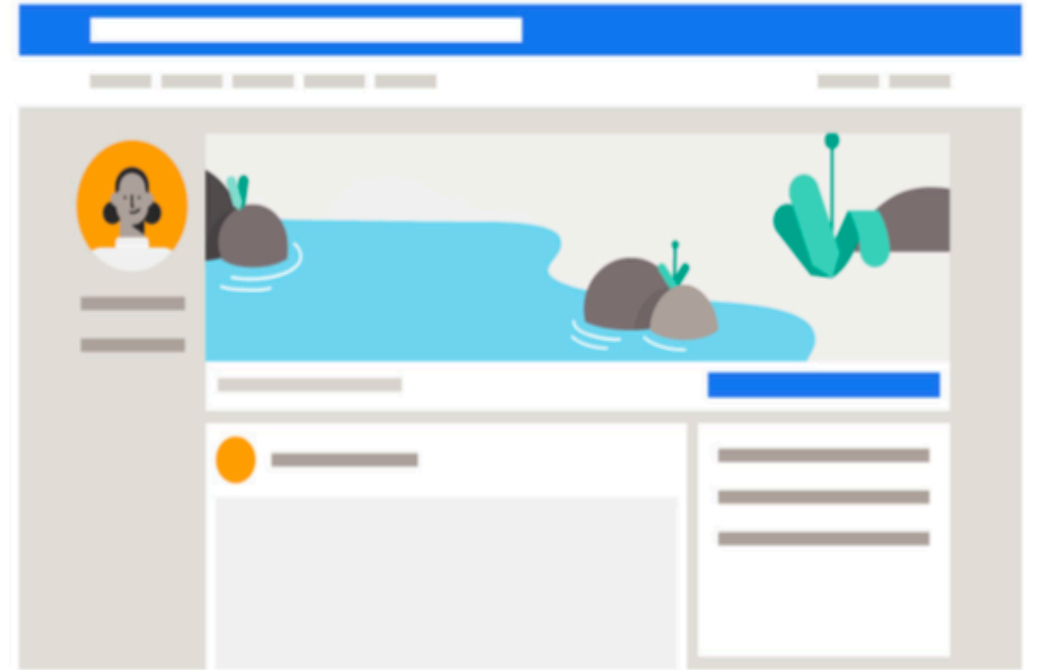
Share disaster preparedness tips and contact information

Use the About section to outline your organizations mission, vision and values

Take advantage of Facebook Notes

PAGE POST

- Provide real time updates, including actions of first responders on the ground
- Inform people on how to access relief and aid
- Engage the community in recovery efforts
- Promote and support emergency preparedness and awareness activities



Page post are the primary way for your organization to **communicate** with the people who follow your Facebook Page

POSTING STRATEGY

Help keep your community engaged, safe and informed

BEFORE

Create a content calendar. Focus on educating your community on how to prepare for a disaster.
Ex: Disaster Fair

DURING

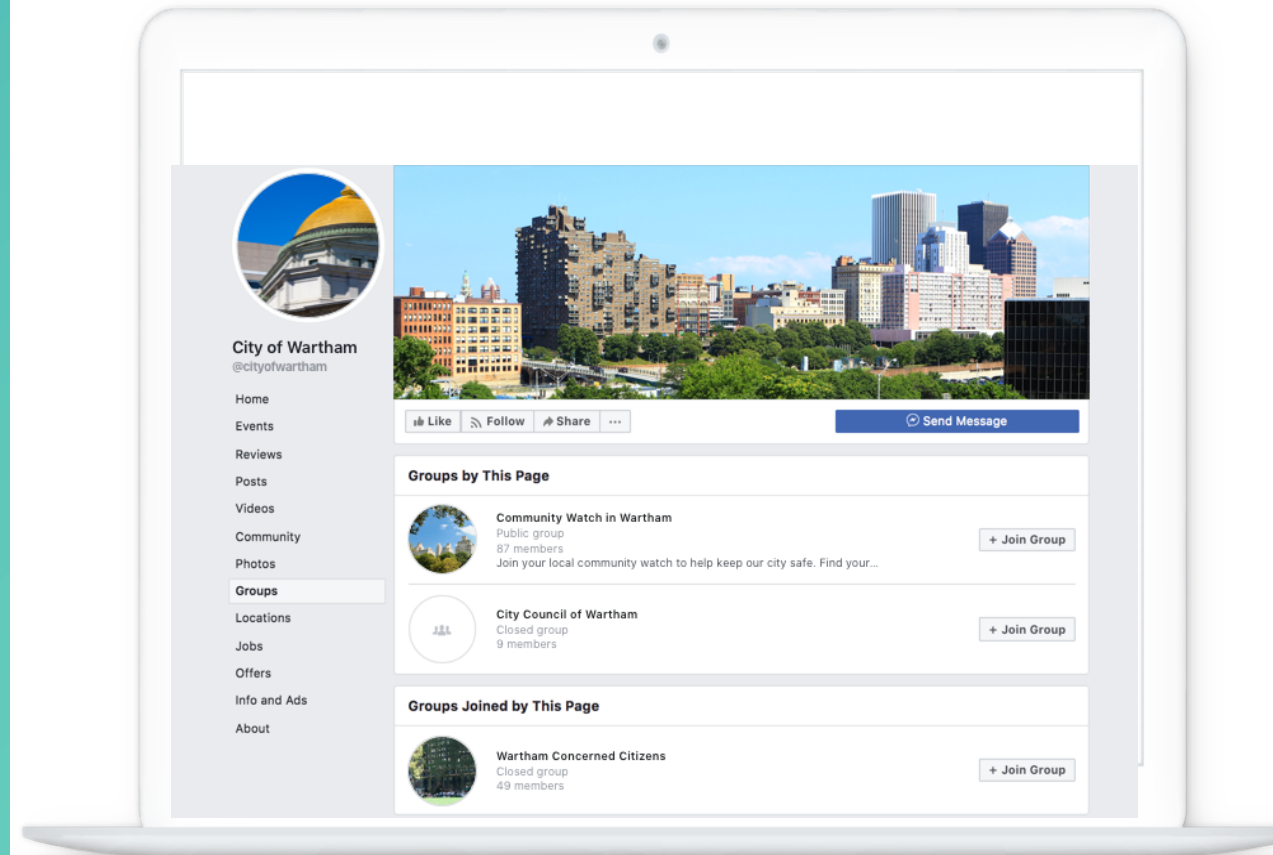
Stay connected with your followers. Go Live, share time sensitive information, pin a post and frequently respond to questions and comments.

AFTER

Post clear information about where community members can find official information, receive aid or help in the community's recovery efforts.

GROUPS FOR PAGES

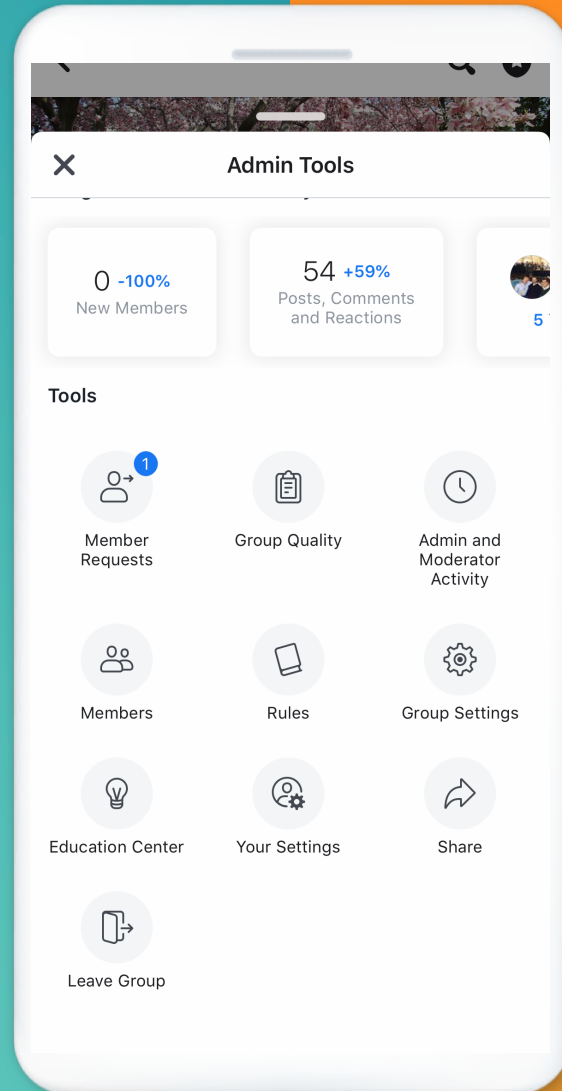
- Create public or closed (hidden/visible) communication channels
- Connect group members, collaborate on projects and share documents
- Organize volunteers, tasks and relief efforts
- Communicate with strategic partners and agencies



Post, administer and/or engage in the groups you create in order to *foster community* and *drive discussion*

UNDERSTANDING ROLES

Admin

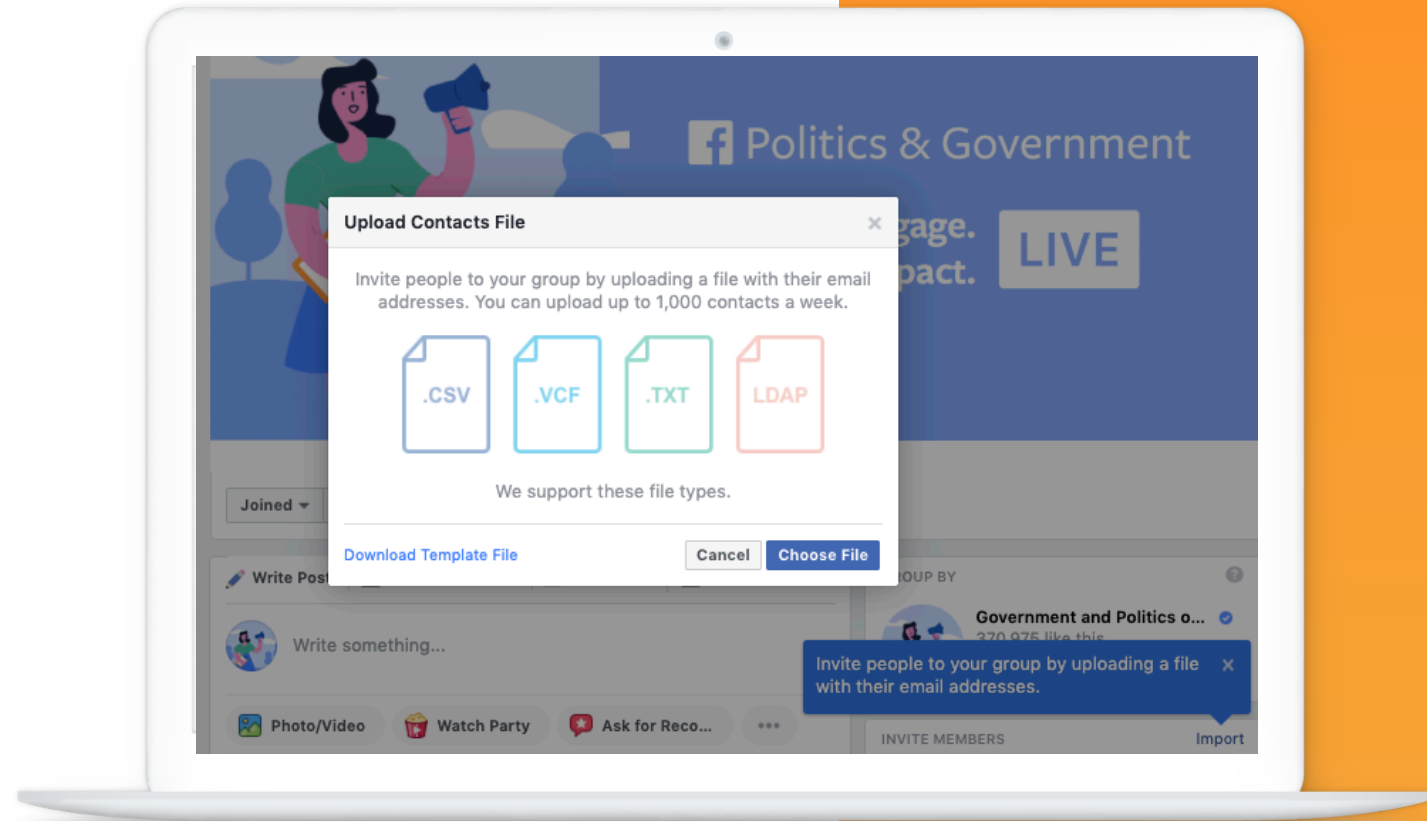


Moderator

CONNECT YOUR AUDIENCE TO A GROUP

Verified Pages

- Upload a CSV file to invite several people at the same time. Up to 1,000 contacts can be invited per week.
- Make it easier for people to find your Group by adding Tags and Location.
- Invite people who identify with the topic being discussed in the Group. Ex: Community Leaders



GROUP PRO-TIPS

Invite new members to introduce themselves.

Ask questions.

Share exclusive content.

Use polls and events.

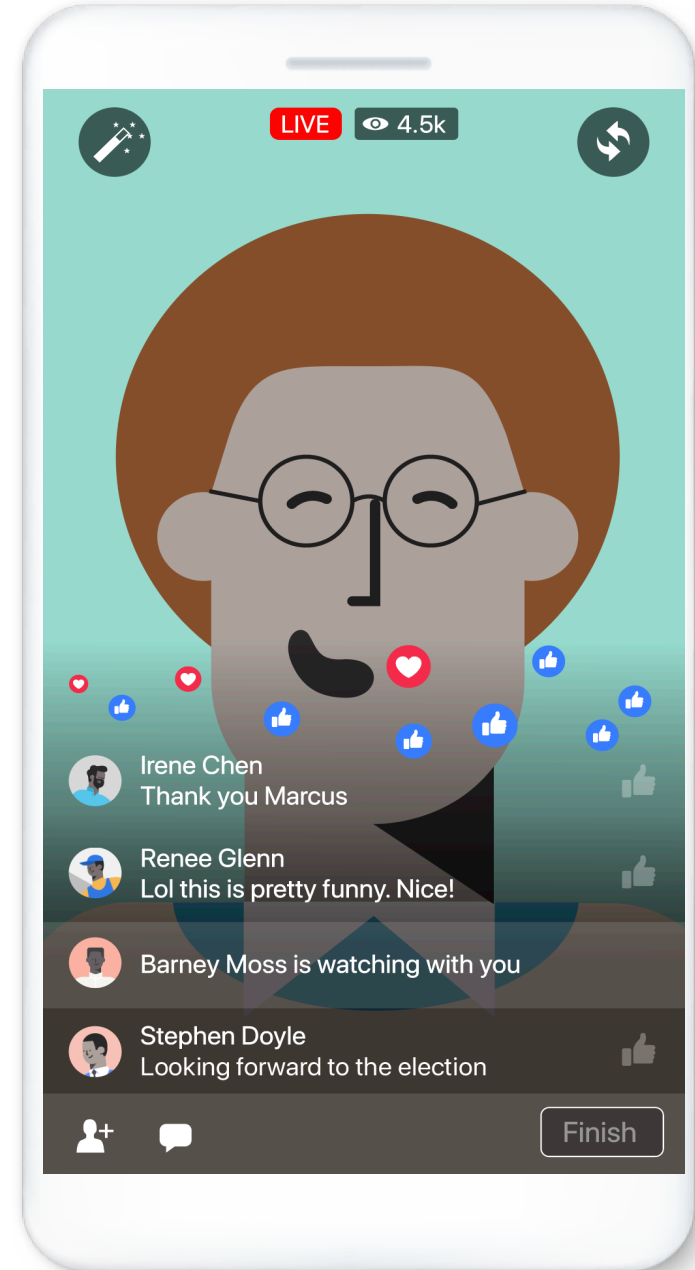
Create recurring posts.

Comment on posts by members.



FACEBOOK LIVE

- Broadcast to your followers in real time to share official emergency guidance. Ex: press conference
- Notifications go out to engaged fans
- 10x more comments while Live
- Verified pages can boost while Live



WHEN SHOULD YOU GO LIVE?



Behind the scenes

Turn the camera to the scenery around you to show the community where to seek supplies and assistance



Hot topics

Amplify information from emergency professionals



Real time updates

Accurate and effective communication is key during a disaster



Q&A

Answer time sensitive questions



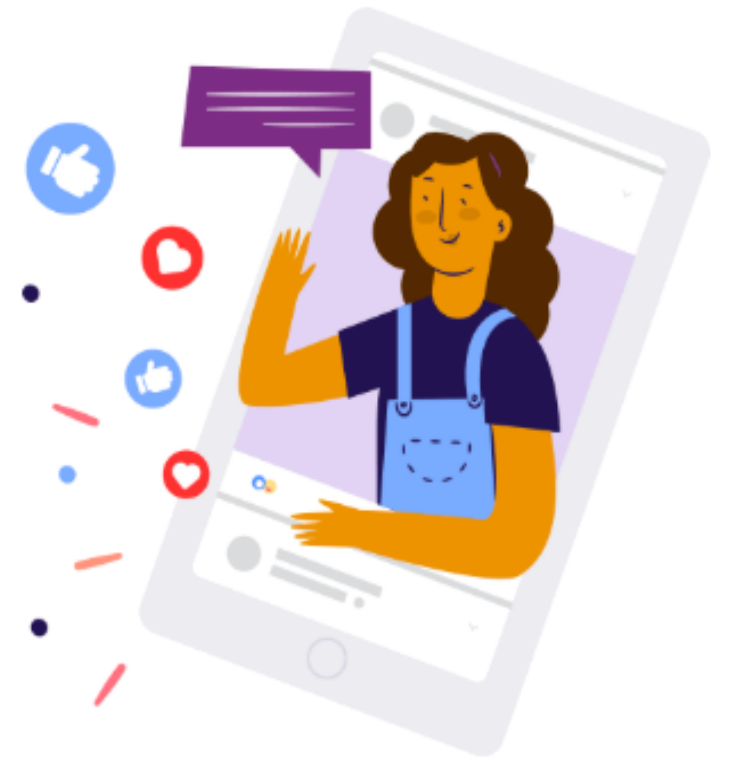
Interview

Interview volunteers involved with relief efforts

EVENTS

Use the events tool to:

- Bring your community together – on Facebook or in person for a common goal
- Raise awareness
- Create and promote donation and volunteer opportunities
- Coordinate relief and recovery efforts



PHOTOS AND VIDEOS

- Communicate the severity of emergency situations
- Increase the community's understanding of first responders, such as their roles and duties
- Demonstrate how people can prepare for, respond to and/or recover from a disaster



Photos and videos can help connect a *“face”* to your organization and make your updates more visually appealing.

PHOTOS AND VIDEO STRATEGY

BEFORE

Post regular updates so your Page can become a trust resource during a disaster. Don't forget to use tags and hashtags.

DURING

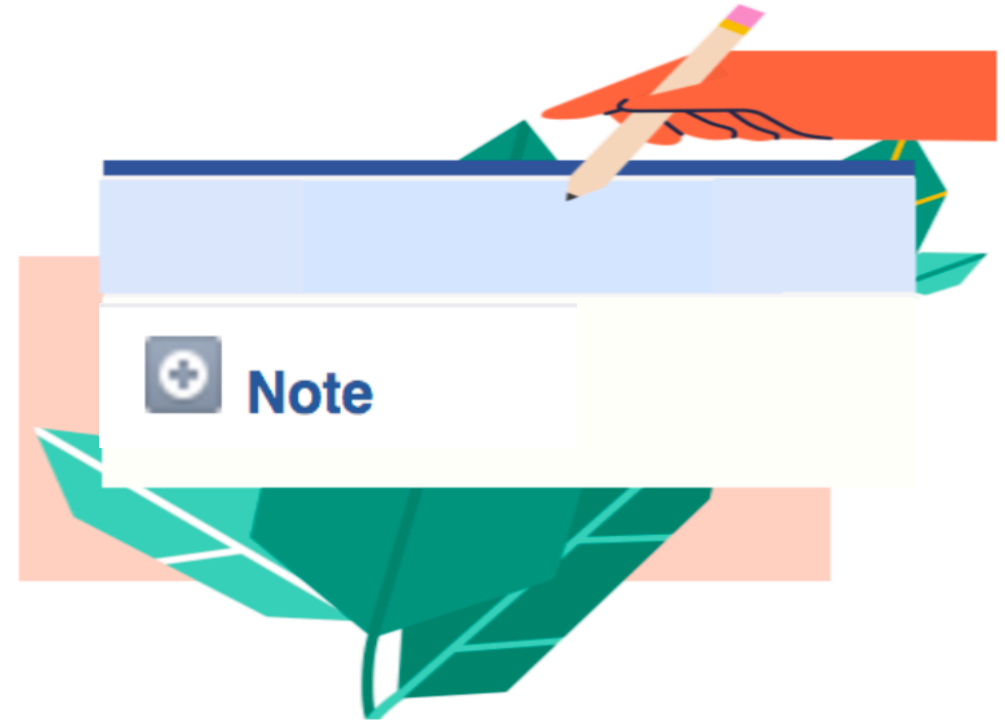
After a disaster develops, use photos and videos to tell a robust story of unfolding events so your followers understand what is happening and where.

AFTER

Use visual images and videos to broadcast community recovery efforts occurring on the ground after a disaster.

NOTES

- Explain and highlight severe weather warnings
- Provide in-depth details about preparedness activities
- Publish long-form updates about recent emergency events
- Focus on next steps the community can take after a disaster

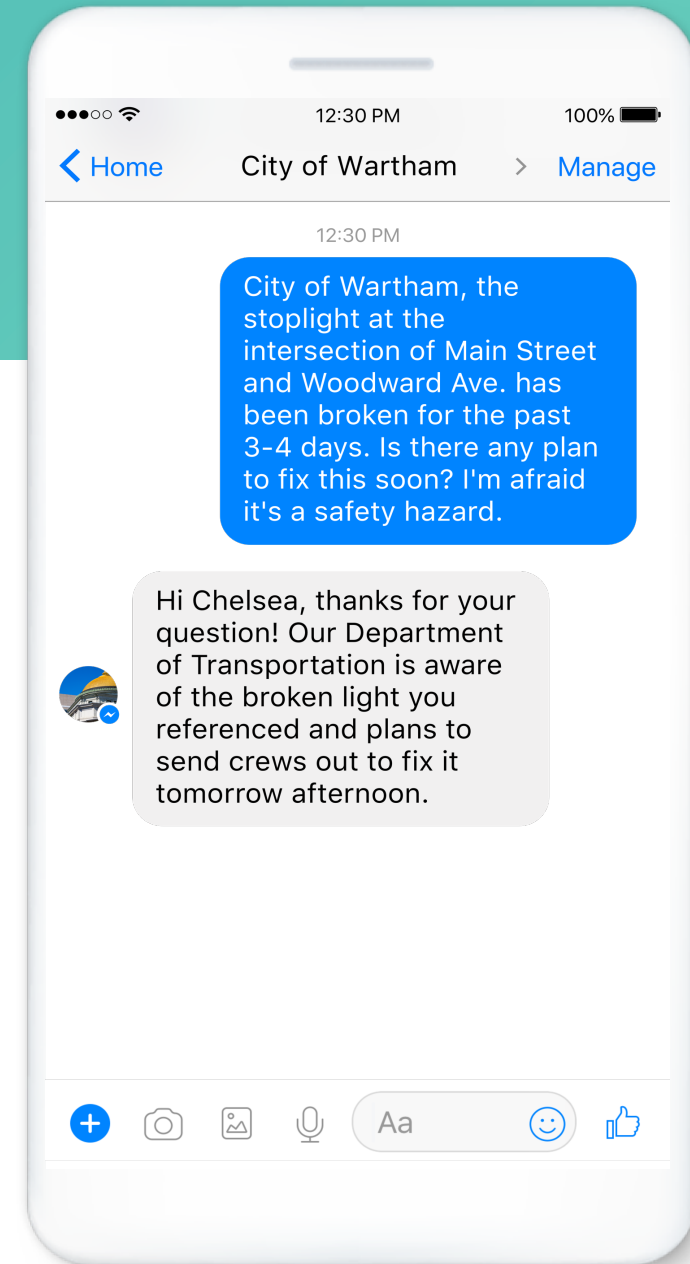


Notes offer a way to communicate *longer content* to the public and those who follow your Page.

MESSENGER

Instant and open communication

- Messenger is great way for people to reach you when phone lines are down, but internet access is uninterrupted
- Receive and share time-sensitive information
- Create message templates for common questions during and after a crisis





Crisis Response Tools

LOCAL ALERTS



Facebook's new tool to help local governments and first responders keep people in their communities safe and communicate urgent information to users on the platform.



Austin-Travis County Emergency Medical Services posted a ...

⚠️ local alert

March 12 at 7:51 AM · 🌐

US National Weather Service Austin-San Antonio Texas issued a Dense Fog Advisory until 11 AM CST this morning.

Visibilities will frequently be reduced to 1/4 mile or less. If driving [#SlowDown](#), use your low beam headlights, & leave plenty of distance ahead of you.

Be safe as you hit the roads this morning! [#BeSafeDriveSmart](#) [#ArriveAlive](#)

DENSE FOG ADVISORY UNTIL 11AM TODAY

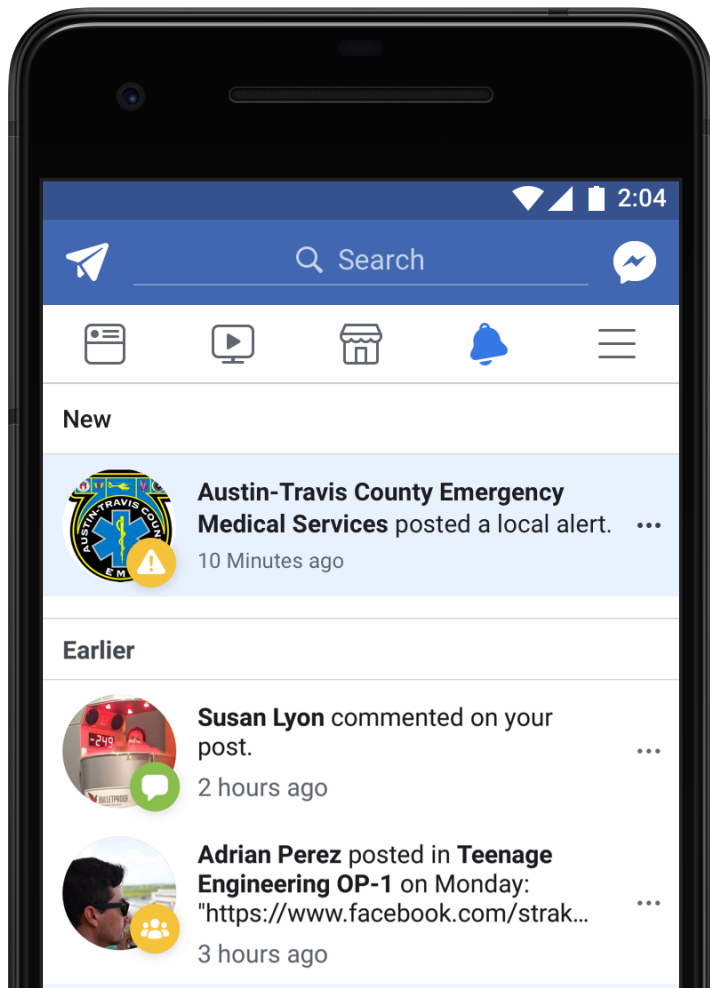
- LESS THAN 1/4 MI VISIBILITY
- SLOW DOWN
- USE LOW BEAM HEADLIGHTS
- INCREASE FOLLOWING DISTANCES



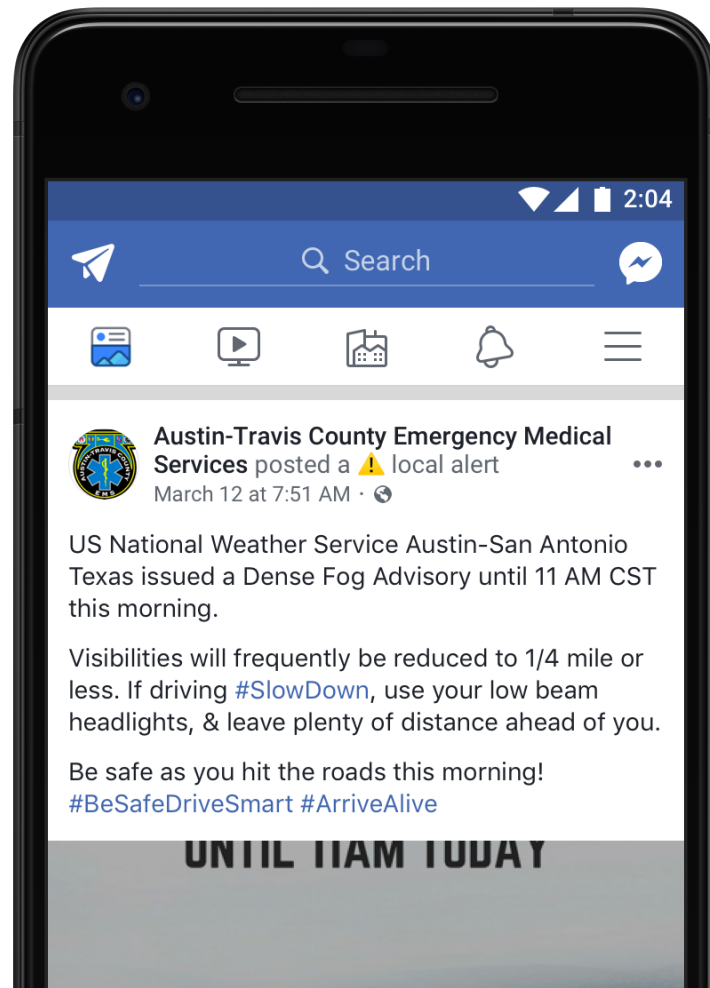
LOCAL ALERTS

Facebook users receive local alerts via notifications, in News Feed, and in Today In

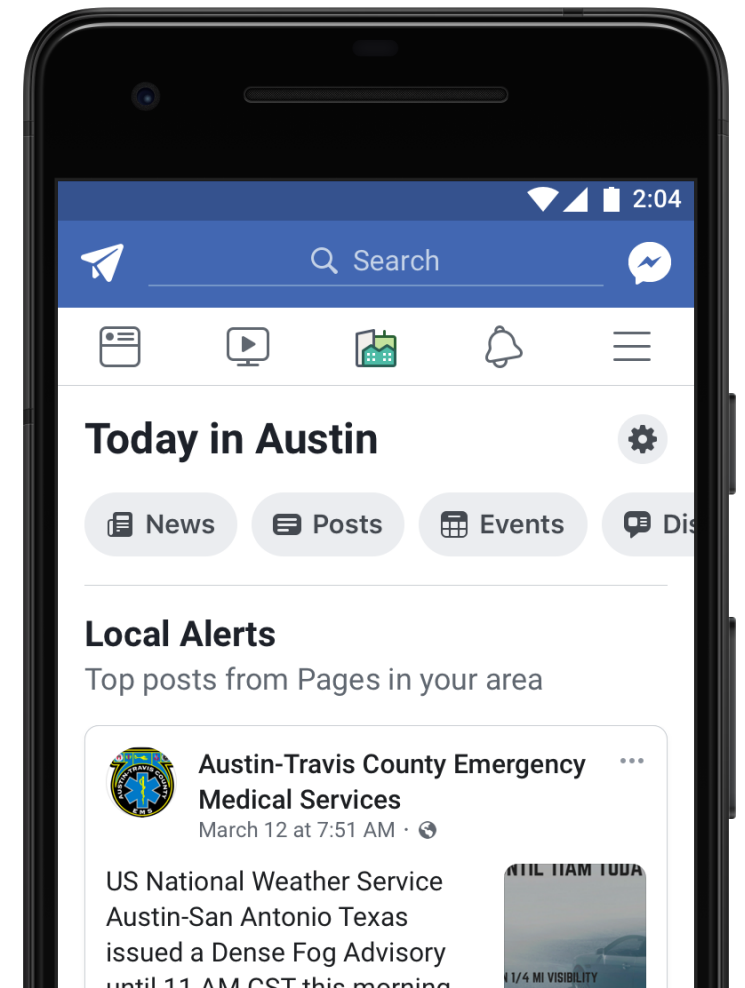
NOTIFICATIONS



NEWS FEED

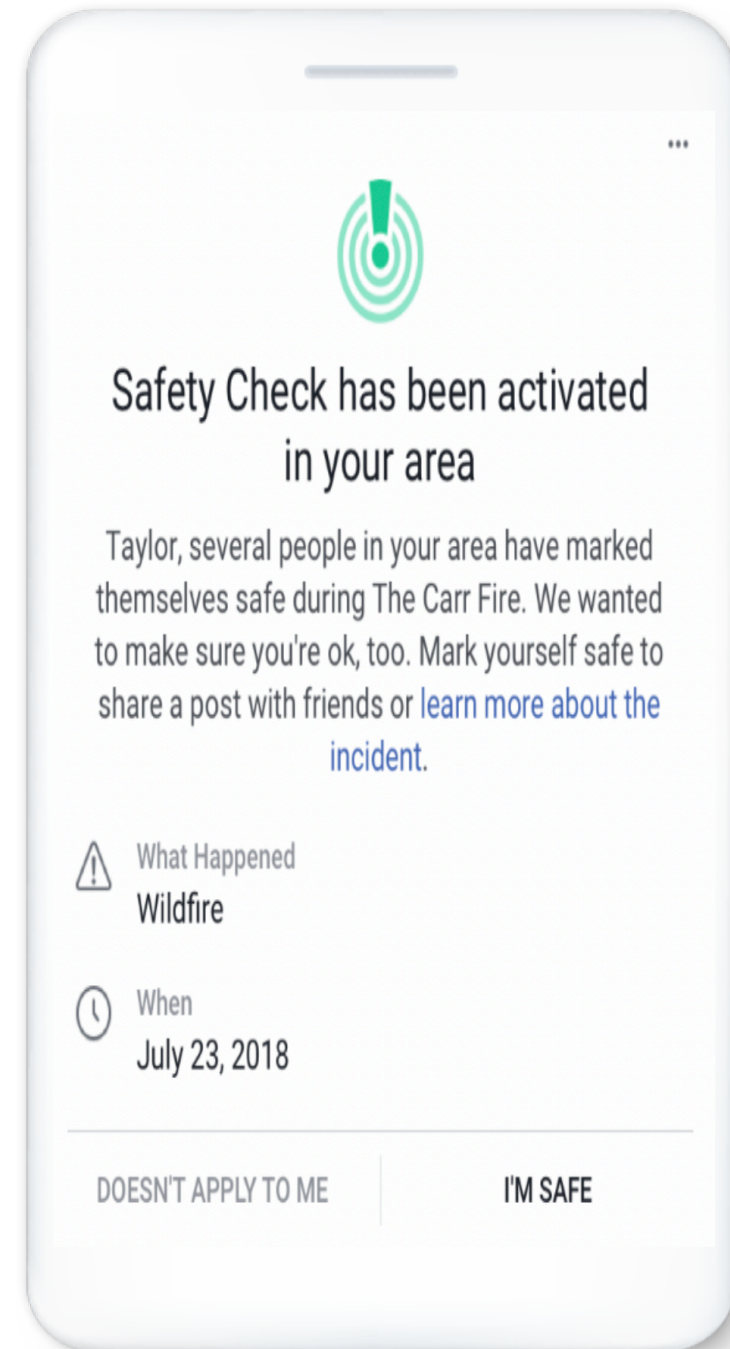


TODAY IN



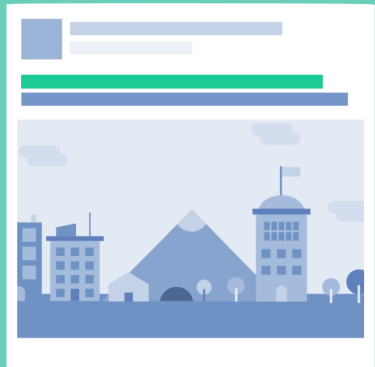
SAFETY CHECK

- People in an affected area are prompted to go to Safety Check to let friends and family know they're safe
- People *activate* Safety Check
- Alert your community of a crisis by posting on your Page or in your Group with a link to the Safety Check Page





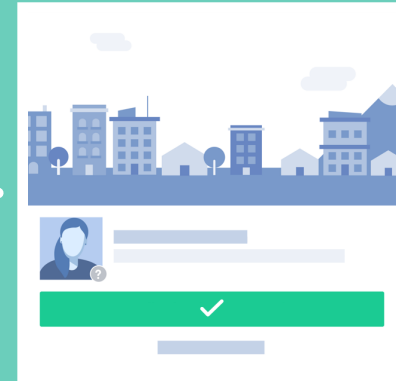
Facebook
receives an alert



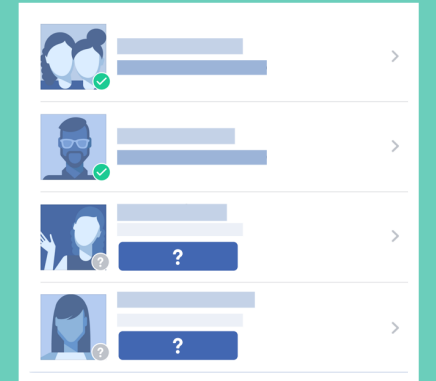
Facebook
monitors for posts



People activate Safety
Check



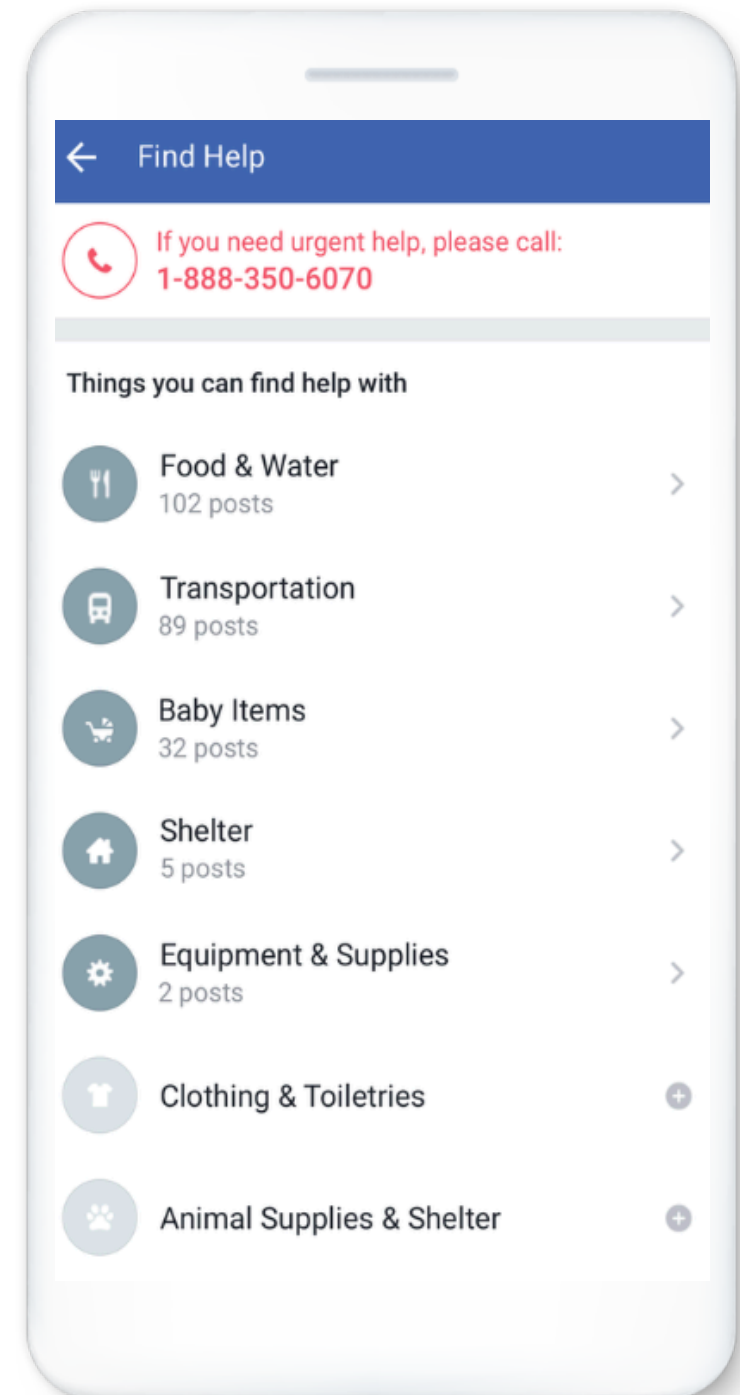
Say you're safe



Check on friends

COMMUNITY HELP

- Community Help enables communities to connect and recover from a disaster.
- Ask or offer help to your community with items such as food, water, shelter, transportation, toiletries or clothing.
- Posts can be searched by category or location.





FUNDRAISING AND DONATIONS

- Raise money to support those affected by crises by fundraising or donating.
- Tag other organizations you are working with in your posts.



RESOURCES

Learn more about how you can help those impacted by a crisis here:

[**facebook.com/about/crisisresponse**](https://facebook.com/about/crisisresponse)

Other resources:

facebook.com/gpa

facebook.com/govtpolitics

fb.me/2fa

An aerial photograph showing a flooded street in Houston, Texas, in 2017. The water is murky brown and covers the road and surrounding areas. Several cars are partially submerged in the water. In the background, there are several large buildings, including a prominent red brick building on the left and a CVS pharmacy. The sky is overcast and grey. The text "Houston, TX 2017" is overlaid in white in the center of the image.

Houston, TX 2017

