



The Use of Social Media for Emergency Response



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- Key words
 - Media
 - Social
 - Interact
 - Users
 - Public
- Crowdsourcing, Communities (young, adults, genders, culture, countries, neighbourhood)
- Social **interaction**, interactions in communities
- On line collaboration
- Billions of interactions; Data disorganization => metadata

- **New way for communicate**
- New codes : hashtags, wording
- Existing standards : **HASHTAG STANDARDS FOR EMERGENCIES (OCHA)**
- Hashtag tracking and analytic tools (HASHTAGIFY)
- Text, photo, video, blogs, wiki, podcast

- Occidental Social Media : Facebook, Myspace, Twitter, Instagram, Whatsapp, Tumblr, wine, youtube, dailymotion, G+, Flickr, Instagram, Tumblr, Pinterest

- Tencent Weibo (>200 millions) – china ; Sina Weibo ; VK (Vkontakte) – Russia 200 millions, Nimbuzz (Asia); RenRen (China); Line (Japan); G+(360 millions)

- Prevention
- Preparedness
- Emergency response
 - **Retweeting during the Haiti earthquake (2010)**
 - Following the earthquake, health organizations in Port-au-Prince began using Twitter to request operational needs and provide situational updates
 - Digital Volunteers
 - Social Media Officers; Virtual Social Media Responders
 - Geolocalization of the interaction
 - Ushahidi crisis map
 - Coordinate the response – requests for assistance
 - HASHTAGS
 - #RescuePH (Philippines floods 2012 – Request for assistance hash tag)
 - #911US
 - #EBOLA NEED
 - Malaysian Airline crash rumour