SOCIAL MEDIA USE AND EMERGENCY RESPONSE

LTG IIA MILLER, INCIDENT MANAGEMENT DIVISION, DEPUTY
USCG SECTOR MIAMI
SUGGESTED SOCIAL MEDIA USES

- NPFC Claim Information
- Press Release Distribution
- Hurricane Assessment / Status Reports (ESF-10)
- Equipment Deployment Exercises / Training (w/ OSROs, GRS validation, etc.)
- Waterway Closures, Safety Zones for Waterway Impacts
- Oil Impacts to Endangered and/or Threatened Species
- Volunteer Contacts/ Opportunities
- Help ID Responsible Parties
- Highlight state/local partnerships (ex: EPA/DEP, LEPC, Area Committee Meetings, etc.)
COAST GUARD SOCIAL MEDIA POLICIES

- Maximum disclosure, minimum delay…
- Be transparent
- Apply S.A.P.P.
- Consider who is the right person to release the information (Ability, Competency, Authority)
- Tell the truth
- ALL members are empowered to tell OUR story
  - If you did it, or are responsible for it, you can talk about it
- Imagery, imagery, imagery!
Coast Guard and Air Force personnel remove supplies and gear from an Air Force HC-130 aircraft at Coast Guard Air Station Miami in Opa Locka, Fla., Sept. 2017. Air Force Pararescuemen from the 212th Rescue Squadron from Anchorage, Alaska, prepare to respond alongside federal, state and local first responders in the rescue efforts for people in distress as Hurricane Irma passes through south Florida. Coast Guard photos by Petty Officer 1st Class Ma Barney.

On 16 Jan 2018, Emergency Support Function (Oil & Hazardous Materials) Florida Miami Branch concluded all removal and recovery operations following Hurricane Irma. Branch Miami was established on Sept 20, 2017 and over 16 weeks hundreds of responders worked diligently in counties in Southeast Florida (other branch conducted operations elsewhere in Florida). Branch Miami recovered more than 6,500 gallons of pollution and managed two Oil Spill Removal Organizations. All removed vessels were traced to the state (Florida Fish and Wildlife Conservation Commission) who assumed all responsibility associated with each vessel for disposition.

Response statistics include:

- 182 nautical miles of coastline assessed
- 164 vessels removed
- 101 vessels removed by owner/responsible party/insurance/other
- 23 vessels’ product were recovered and left with a law enforcement agency at request of FWC
- 33 vessels identified as no ESF-10 action required

We’re extremely grateful for our local partners and the significant work completed by the Unified Command, supporting staff, our Incident Management Division, Marine Safety Detachment Lake Worth Inlet National Strike Force teams, and everyone that played a role in supporting operations to meet the needs of those impacted by Hurricane Irma.
Coast Guard Sector St. Petersburg, FWC Fish and Wildlife Research Institute and various partner agencies have received increased reports of water discoloration at Pinellas beaches. A water sample collected by the Sector St. Petersburg Incident Management Division revealed an algal bloom of Trichodesmium.

Researchers have not documented any negative effects of Trichodesmium on marine life or people in Florida. Learn about Trichodesmium here: bit.ly/2LHavim

Officials received reports of this patchy bloom in Pinellas, Charlotte, Lee and Collier counties.

To determine and confirm how far the algal bloom stretched down the Pinellas coast, a U.S. Coast Guard Air Station Clearwater MH-60 Jayhawk helicopter crew provided an overflight Tuesday for Sector personnel so they could document the bloom. (U.S. Coast Guard photos by MST3 Ian Woods)
IMPLEMENTED USES @ USCG SECTOR ST. PETERSBURG

- Sector is working with D7 Public Affairs to release a public service announcement due to increased unawareness of the harm caused by the use of dish soaps to dissipate oil.
- Certain dish soap manufacturers claiming to help save wildlife affected by oil spills have added to the public’s confusion.
- Filming completed by D7 Public Affairs and the video will be upload to CG social media soon.
“Social media is now the most efficient method of delivering emergency response messages in a contemporary urban crisis scenario.” University College, Cork - Communication in a disaster-
COMMON MISTAKES

- Hesitation: Delay due to uncertainty of mind or fear.
- Obfuscation: Make so confused or opaque as to be difficult to perceive or understand.
- Retaliation: Return like for like
- Mislead or lie
- Pontification: express opinions in dogmatic way
- Confrontation: Discord or clash of opinions
- Litigation: engage in legal proceedings
COMMUNICATE MESSAGES

- Mitigation- promote implementation of strategies, technologies & actions that will reduce the loss of lives/ property damage in future
- Preparedness- messaging that encourages public education
- Response- provide public notification, evac, warnings, sit report
- Recovery- post event communications
PIO RESPONSIBILITIES

- Determine appropriate release authority for two-way communication
- Monitor social media sites
- Conduct regular analysis and outreach
- Drive traffic to related incident news sites
- Ensure all incident sites are linked
- Archive social media sites for documentation