



Global Disaster Preparedness Center

@Preparecenter

disaster.preparedness.center

Social Media Analysis Tools (SMAT) for Preparedness

Comparative Review

See full report: <http://preparecenter.org/resources/social-media-analysis-tools-preparedness>

Popular uses of Social Media for disaster



Selecting SMAT for disaster preparedness & risk reduction



Preparing to use SM & SMAT for disaster preparedness & risk reduction

Develop a SM and SMAT strategy

- Develop a SM & SMAT strategy: who, what, when
- Develop a code of conduct for acceptable behaviour by staff & volunteers
- If collecting and storing data from SM – ensure a data protection policy is in place
- Get to know the 'virtual' audience of the organisation
- Develop metrics for measuring impact and engagement on SM
- Develop SM standards that will aid the use of SMAT
- Reflect and update the SM & SMAT strategy

Considerations for selecting SMAT

- The organisation's needs
- The organisation's barriers (language, time, money, skills, internal regulations)
- Whether technical support and training/guidance is available?
- What SM applications ought to be monitored?
- The long-term goals of the organisation's SM and SMAT strategy?
- How many licenses/user accounts does the SMAT come with?
- Is the tool suitable for the response stage of a disaster?
- Changes in SMAT skills and experience within the organisation

Considerations for preparing the use of SMAT in disaster response

- Prepare to use SMAT in a disaster
- Continue to use standard hashtags and keywords – and communicate these to the target audience
- Consider what other hashtags, keywords and abbreviations the target audience are using and initiate monitoring of them
- Consider what other organisations, community groups, influential SM users, news organisations etc. ought to be monitored and engaged via SM & SMAT
- Consider what kind of data needs to be collected and whether the SMAT selected is suitable for this purpose.
- Consider drawing on digital volunteer communities to support SM & SMAT related activities.

Ways SMAT can aid work on disaster preparedness and risk reduction

- ### Identify

 - Identify popular hashtags or keywords that are relevant to the organisation
 - Identify what people are scared of or concerned about and address their concerns
 - Identify credible sources of disaster-information and highlight them to followers
 - Identify networks or groups to mobilise and facilitate volunteer engagement & preparedness
- ### Tailor

 - Tailor Facebook & Twitter ads with preparedness-related information to niche communities that have interests that are in line with the organisation
 - Tailor posts on a Facebook page to specific audiences
- ### Improve

 - Improve the quality of messages on preparedness
 - Improve the messages on SM through targeting influential users
 - Improve the timing and frequency of messaging by scheduling messages in advance
- ### Monitor

 - Monitor if people are talking about the preparedness information that the organisation provides
 - Monitor developments in areas at risk
 - Monitoring what is going on around the world in the disaster community
 - Monitor and detect threats such as negative rumors
- ### Analyze

 - Analyze which SM account is the most popular application for showing what the organisations disaster preparedness work involves
 - Analyze the effectiveness of preparedness campaigns via an evaluation tool to monitor impact
 - Analyze geographical areas that people use SM

To read the full report visit: preparecenter.org/resources/social-media-analysis-tools-preparedness

