

# **And what does it all amount to?**

## **Discussing first ideas for guidelines for the use of social media in crisis**

**Thursday September 4th  
COSMIC citizen involvement workshop Istanbul**



Prof. dr. Ira Helsloot  
Radboud University Nijmegen / Crisislab

- Citizens are active on social media
- Citizens will respond to emergencies or other threats of what they perceive as a just society
- So firstly public and private organisations better learn how to ‘use’ citizens and social media
- And secondly citizens might benefit from some simple ‘tips and tricks’ so they don’t have to start from scratch when disaster strikes.

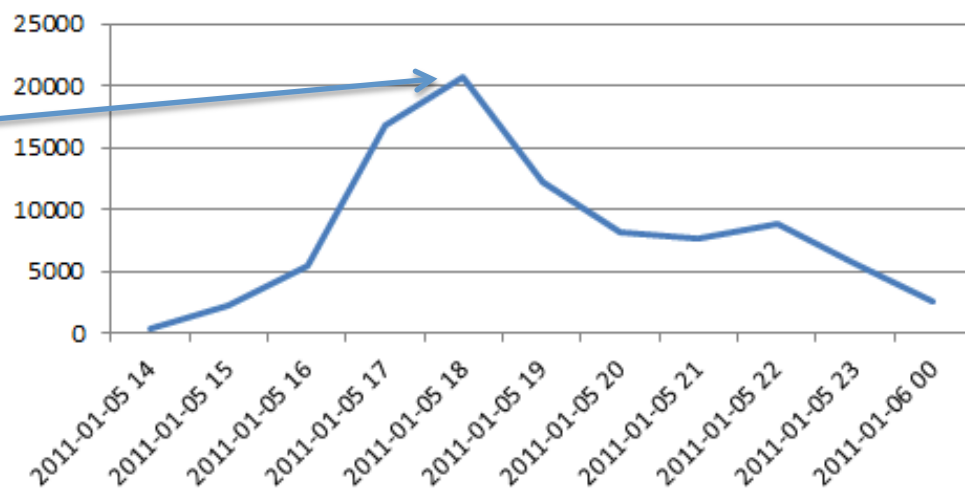


February 5th – February 8th  
2012

180.000 tweets about  
chemical fire Moerdijk



aantal tweets per uur



0,1% from emergency  
services or local government

- Organizations: be prepared (standard messages, practical policy in place including openness about uncertainty)
- Citizens: use a different # for the fun/emotional part and the serious part
- Figure heads: be there fast and competent or lose your job.

Some practical and ethical dilemmas for organisations and for us:

- ***Information vs. activation***
- ***Dynamic vs. static***
- ***Comforting vs. danger realistic communication***
- ***Own responsibility vs. responsibility government***
- ***Choices on resources and target groups***

- **We trust the public in the most broad sense**
- **Organisations should catch up with the use of social media**
- **Citizens have their own responsibility and that has to be pointed out**

# Realism: nothing beats the real stuff



- **Alerting**

  - Warning for threatening situations

- **Providing information**

  - Raw and factual information upon which citizens can decide themselves

- **Providing perspectives of action**

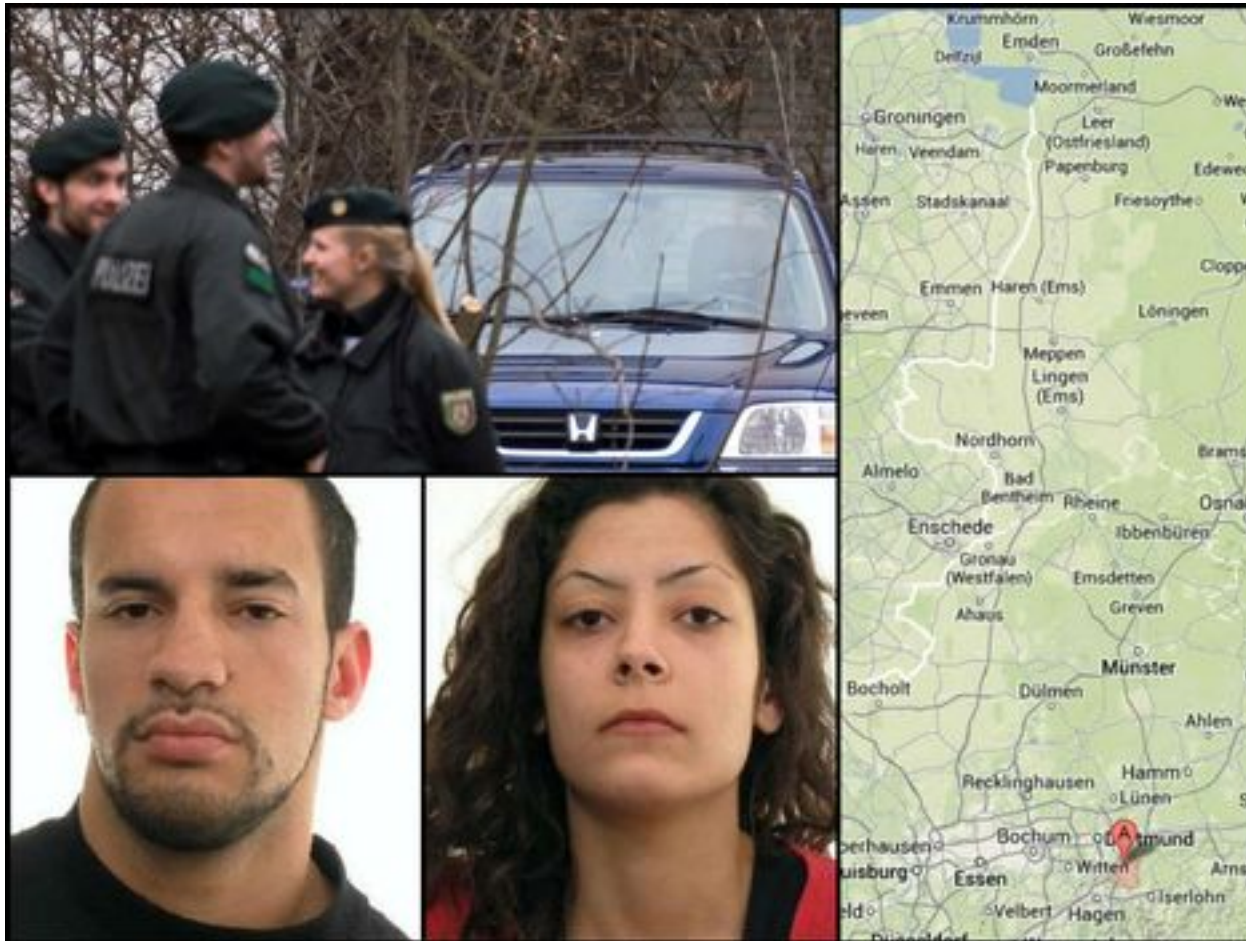
  - 'That ain't easy' and makes you very much liable

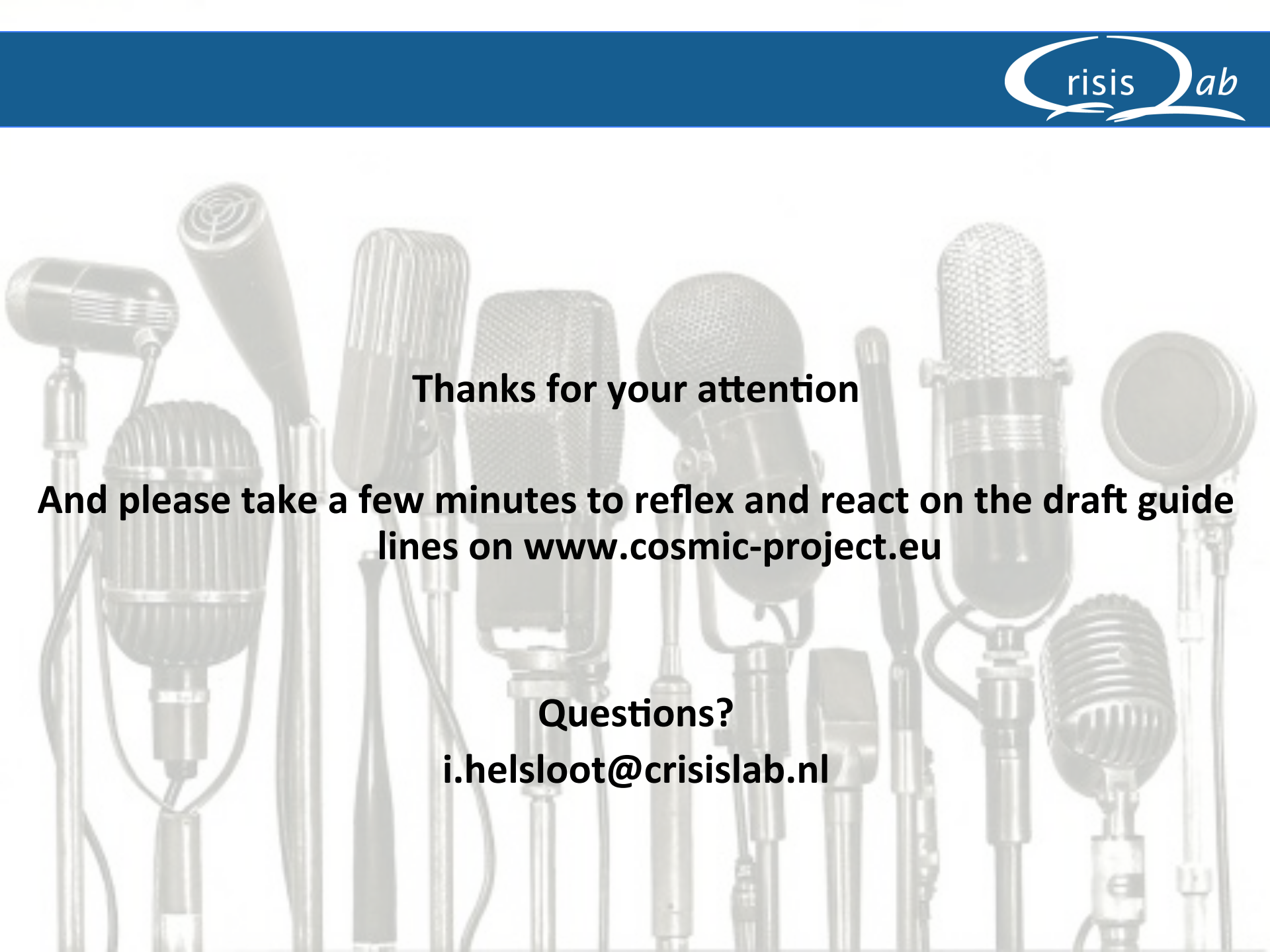
- **Meaning making**

  - Placing situations in perspective, share emotions or show empathy



# Example crisis communication – alerting



A collection of various microphones, including vintage-style microphones and modern lapel microphones, arranged in a row. The microphones are rendered in a light, semi-transparent grey color, serving as a background for the text.

**Thanks for your attention**

**And please take a few minutes to reflex and react on the draft guide lines on [www.cosmic-project.eu](http://www.cosmic-project.eu)**

**Questions?**

**[i.helsloot@crisisslab.nl](mailto:i.helsloot@crisisslab.nl)**