



Social media collaboration that 'clicks'

Social media collaboration & crisis management



#whatif911: what if 9/11 happened in 2011?





1 **NEW** DEFINITION IS ADDED ON **urban**

1,600+ **READS ON Scribd.**

13,000+ HOURS **MUSIC** STREAMING ON **PANDORA**

12,000+ **NEW ADS** POSTED ON **craigslist**

370,000+ MINUTES **VOICE CALLS ON skype**

98,000+ **TWEETS**

320+ **NEW** **twitter** ACCOUNTS

100+ **NEW** **LinkedIn** ACCOUNTS

1 **associatedcontent** **NEW** ARTICLE IS PUBLISHED

6,600+ **NEW** PICTURES ARE UPLOADED ON **flickr**

50+ **WORDPRESS** DOWNLOADS

695,000+ **facebook** STATUS UPDATES

125+ **PLUGIN** DOWNLOADS

79,364 **WALL** POSTS

510,040 **COMMENTS**

20,000+ **NEW** POSTS ON **tumblr.**

13,000+ **iPhone** APPLICATIONS DOWNLOADED

QUESTIONS ASKED ON THE INTERNET...

100+ **Answers.com**
40+ **YAHOO! ANSWERS**

600+ **NEW** **VIDEOS**

25+ HOURS **TOTAL** DURATION

70+ **DOMAINS** REGISTERED

60+ **NEW** **BLOGS**

168 MILLION **EMAILS** ARE SENT

694,445 **SEARCH** QUERIES

1,700+ **Firefox** DOWNLOADS

1,500+ **BLOG** POSTS

Google

Google Search



Powerful technology in every pocket



PraestoAE

9 hours

RT @Luke_Ubiquitous: @wadhwa Ur mobile phone has more computing power than all of NASA in 1969. NASA launched a man to the moon. We launch a bird into pigs.







New management

Manage abundance
(not scarcity)

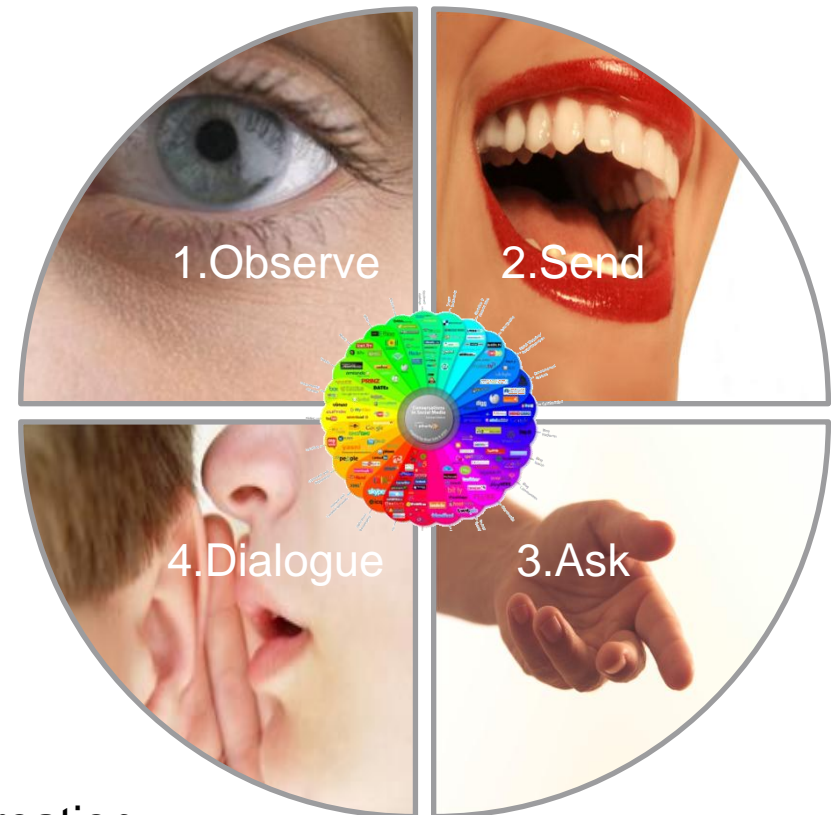
Agenda

- › 4 uses of crisis management and social media
- › Learning from incidents
- › Current dilemma's
- › Social media SWOT
- › A look into the future...

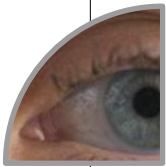


4 ways of using social media

1. Observe
 - › Monitor, analyse, intelligence
2. Send
 - › Inform, broadcast
3. Ask
 - › Crowd sensors and wisdom
4. Dialogue
 - › Interaction, collaboration, co-creation



How does your organization use Twitter during a crisis, now and in the near future (in 1 or 2 years)?



We follow tweets



We send tweets in line with other communications



We respond actively to specific tweets to confirm or refute information



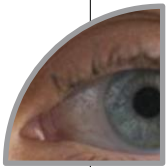
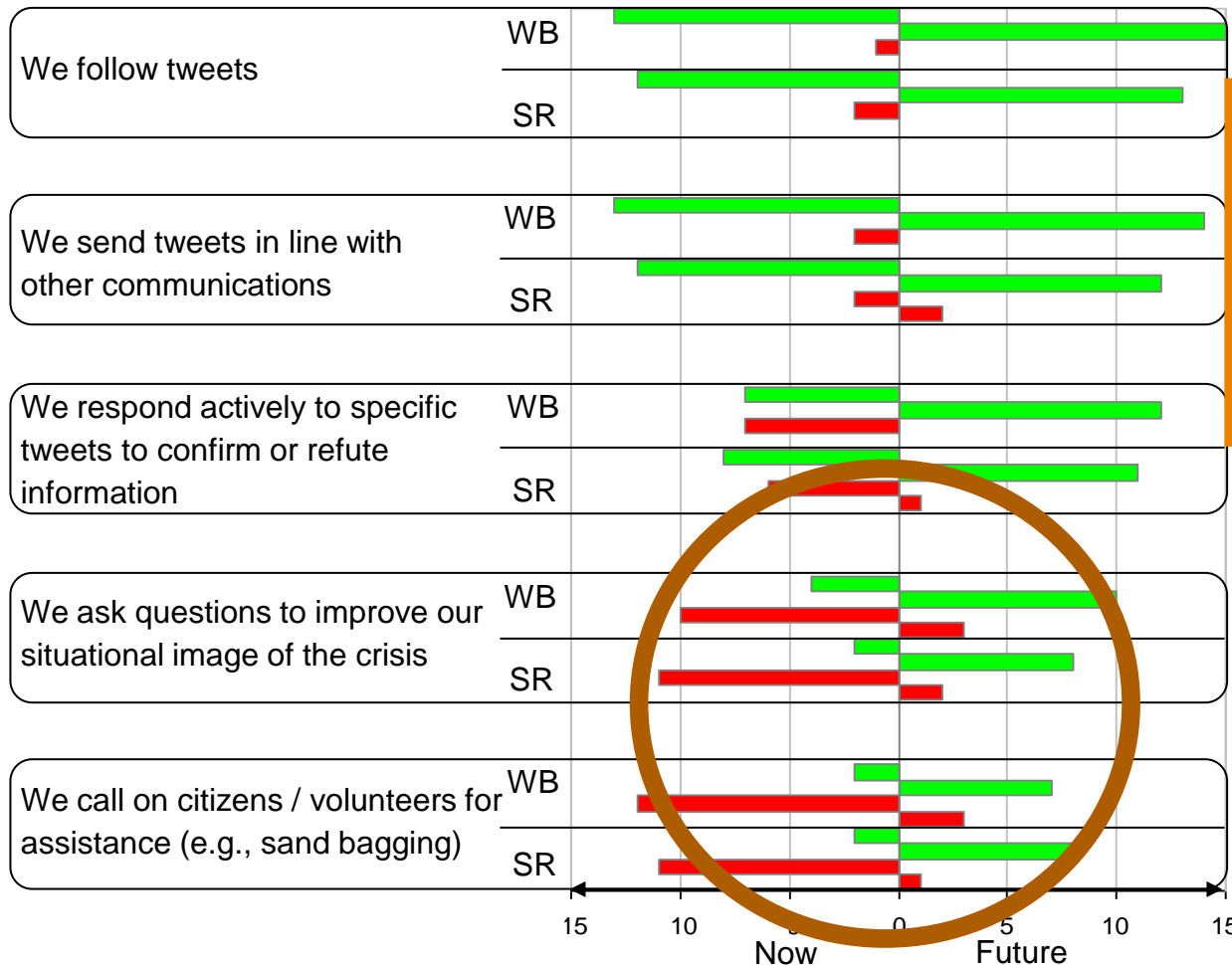
We call on citizens / volunteers for assistance (e.g., sand bagging)

Now

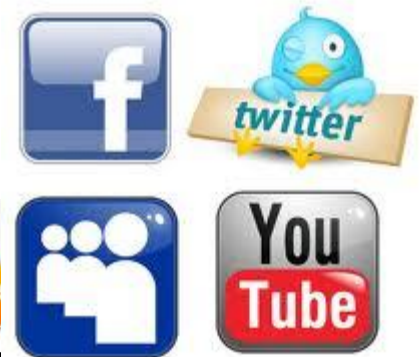
Future

How does your organization use Twitter during a crisis, now and in the near future (in 1 or 2 years)?

WB = Water Boards
SR = Safety Regions
■ Yes ■ No



Social media and public safety



WWW.ONZEBUURTVEILIG.NL/TILBURG-T-ZAND
Inloggen | Ik wil meedoen!

[HOME](#)
[VEILIG WONEN](#)
[VEILIG ONDERNEMEN](#)
[UW BUURT](#)
[NIEUWS](#)
[CONTACT](#)
[HET INITIATIEF](#)

TILBURG VEILIG

Tilburg, t Zand Uw postcode: Toon Zoom TweeSteden Ziekenhuis Tilburg Weergave [Kaart](#) [Satelliet](#) [Lijst](#)

Geef uw buurt een cijfer
Gemiddeld: 4,8 (op 01/11/2010)

Start
Hoe werkt onzebuurtveilig.nl?

‘Jouw idee telt tegen agressie en geweld’

www.maakhetveilig.nl

Internetaangifte

www.onzewijkveilig.nl

HELP ZELF MEE..
UW WJK VEILIG TE HOUDEN

WWW.POLITIE.NL/HAGLANDEN

Meld u aan voor de Digitale Nieuwsbrief

[Aanmelden](#) Laat mij aangemeld blijven[Je wachtwoord vergeten?](#)[Registreren](#)

Met Facebook ben je verbonden en deel je alles met iedereen in je leven.

**112**ALS ELKE
SECONDE
TELT**0900-
8844**GEEN SPOED,
WEL POLITIE**0800-
7000**MELD
MISDAAD
ANONIEM**POLITIE**

* waakozaam en dienstbaar *

Prikbord

Info

Links

Foto's

Evenementen

Notities

Welkom

Studentagent Politie Groningen

[Vind ik leuk](#)[Een pagina maken](#)

Bekend persoon · Groningen

Volg ons op Facebook

[Vind ik leuk](#)

of volg ons op Twitter: @studentagent



Studentagent op Facebook!!

Wil jij je studietijd leuk én ook veilig doorkomen?
En de politie helpen Groningen óók voor studenten
veiliger te maken? Word dan fan van Studentagent
op Facebook! Als fan ontvang je geregeld informatie
die voor jou als student van belang kan zijn.

Matthijs Beukema & Nico Huismans

POLITIE
Groningen



Info@doodsbedreiging.nl

#doodsbedreiging

[klik hier om kennis te nemen van ons manifest]

@Michael3Brown

Ik hoor in 2012 gaan we dood tog, dus k ga nu mensen blindelinks sprayen net als in Alphen a/d rij

02-05-2011 02:48:41

Social media and crisis management



Twitter first to publish dramatic crash pictures

February 25, 2009

The social networking site Twitter again stole a march on traditional media when it was the first outlet to publish dramatic pictures of the Turkish Airlines crash.

Moments after the plane crashed at Amsterdam's Schipol airport on Wednesday morning the news was appearing on Twitter, CNN International correspondent Errol Barnett said.

Share 36 recommendations. Sign Up



Reports say that some survivors escaped from the plane through cracks in the fuselage.

Ushahidi

Send reports via:
mobile phone :: email :: web

WikiLeaks

KEEP US STRONG
HELP WIKILEAKS KEEP GOVERNMENTS OPEN

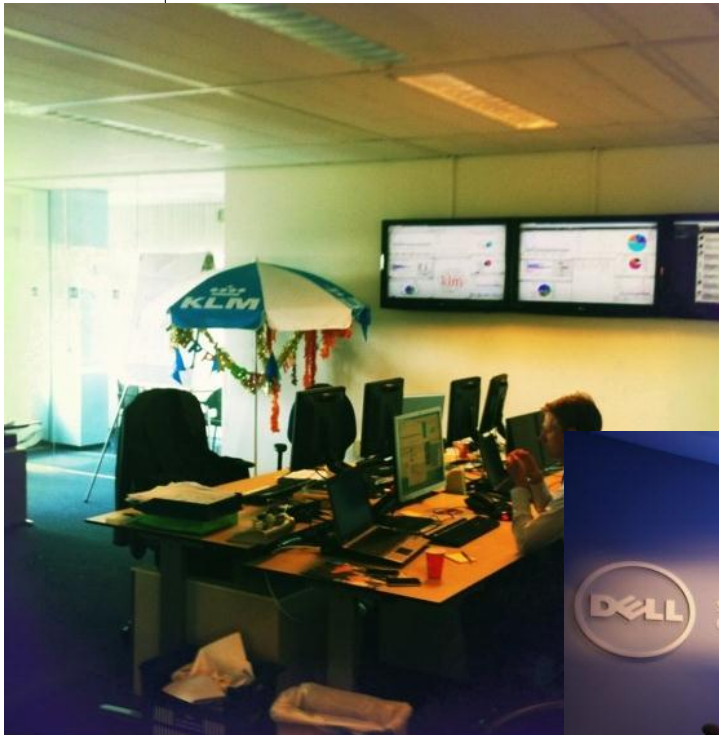
"COULD BECOME AS IMPORTANT A JOURNALISTIC TOOL AS THE FREEDOM OF INFORMATION ACT." - TIME MAGAZINE

WikiLeaks is a non-profit media organization dedicated to bringing important news and information to the public. We provide an innovative, secure and anonymous way for independent sources around the world to leak information to our journalists. We publish material of ethical, political and historical significance while keeping the identity of our sources anonymous, thus providing a universal way for the revealing of suppressed and censored injustices.



1. Observe social media

Gatorade mission control



KLM Social media Hub



Dell listening command centre



mobile monitoring

Moerdijk fire

Started today at 14:28

Danger to citizens?

NOS headlines

According to the mayor of Moerdijk, no dangerous substances are measured.

NRC

No danger public health, no casualties.

Fire fighters: fire mastered within half hour

<http://bit.ly/gKLvRG> #moerdijk



Any casualties?

No tweets found



Pukkelpop storm: Belgian festival deaths reach five



Pukkelpop storm

Started on August 18, 2011 at 6:15PM

Tweets

Stats

Map

Pics

Videos



ASIconstantants A.S.I. Consultants

Noodweer Pukkelpop eist 2 doden - NRC Handelsblad: Eindhovens
DagbladNoodweer Pukkelpop eist 2 dodenNRC Handelsb... <http://t.co/oV588JZ>

2011-08-18 21:33:03.0



FakeElvis Aron

Wat ben ik blij dat ik nu niet in belgie ben, hetzij op pukkelpop, hetzij op mijn fietsje.

2011-08-18 21:33:15.0



kpjacobs kpjacobs

Poeh he. Ga ik in bad niets aan de hand kom ik eruit is er allemaal ellende op
pukkelpop #bizar #pp11

2011-08-18 21:33:19.0



appelogen appelogen.be

Ongevallen boom #pp11 <http://t.co/0Ji1DXZ>

2011-08-18 21:33:21.0



patquintelier Pat Quintelier

Hartverwarmend alle hulp die aangeboden wordt in Hasselt en omstreken. Sterkte
aan iedereen daar. #Pukkelpop

2011-08-18 21:33:24.0



alyssasurewaard alyssa surewaard

@lievejofrey wtf dr is nog niet eens s pinkpop nu! 2 doden op PUKKELPOP

2011-08-18 21:33:29.0



Kevv1990 Kevin L

#Pukkelpop... ZIEK!

2011-08-18 21:33:33.0

About the Pukkelpop storm

66k

tweets

39k

users

20k

re-tweets

14k

replies

Search in Pukkelpop tweets

Filter tweets

Publisher



Answers to common questions



Location mentions



Time window

Remove filters

Sort tweets

Sort options



Moderators



Pukkelpop storm

Started on August 18, 2011 at 6:15PM

Tweets Stats **Map** Pics Videos



About the Pukkelpop storm

66k tweets
39k users
20k re-tweets
14k replies

Search in Pukkelpop tweets

Filter tweets

Publisher ▾

Answers to common questions ▾

Location mentions ▾

Time window

Remove filters

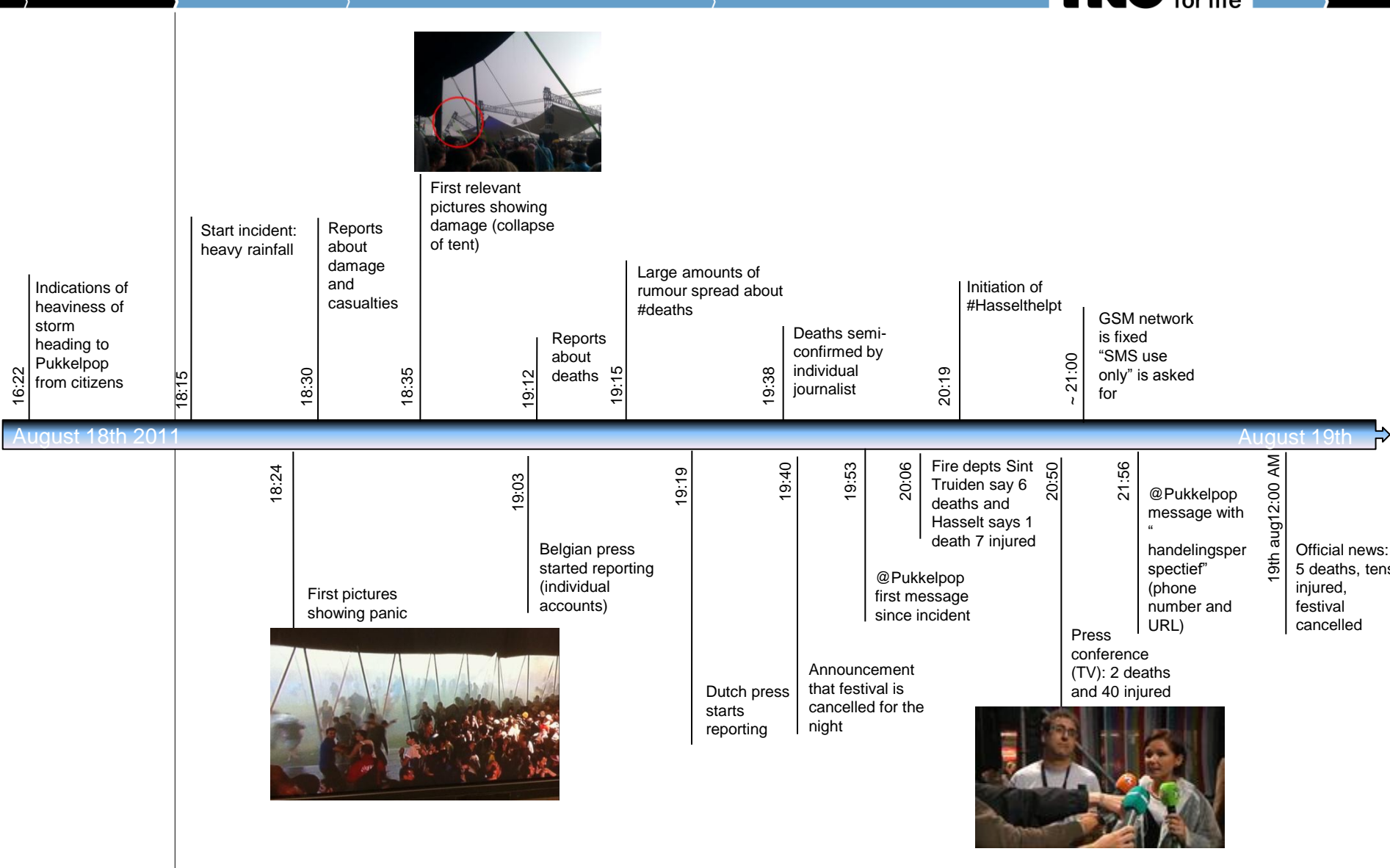
Sort tweets

Sort options ▾

Moderators



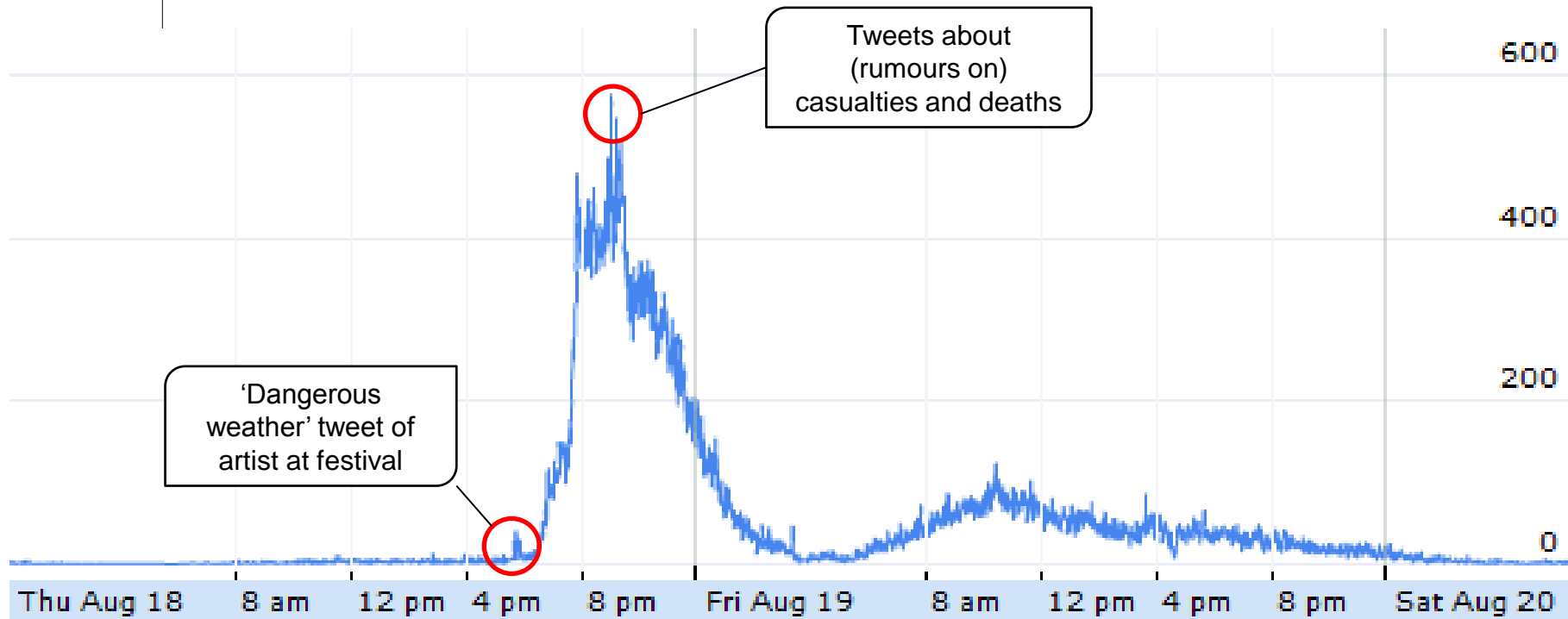
Pukkelpop incident timeline



Messages prior to the incident (early warning system)

User	Tweet	Time
Maartentibau	Serious thunderstorm in Hasselt. I hope for a happy end at Pukkelpop.	6:03PM
AlexanderDuyf	Apocalyps at Kiewit! #pukkelpop #thunderstorm	6:03PM
Rubenschroyen	Aiaiai #pp11 it could become a drama #thunderstorm	6:03PM
Jerola	Here at Hasselt there is an immense thunderstorm going on #hasselt #pukkelpop it is 6PM and the street lights are on, it is so dark	6:06PM
Ellenpotoms	Rain, lightning and thunder! #pp11	6:07PM

Pukkelpop Twitter traffic



Geographical spread of tweets

(A) 4:15 – 6:15 PM



(B) 6:15 – 6:30 PM



(C) 6:30 – 7:15 PM



(D) 7:15 – 8:15 PM

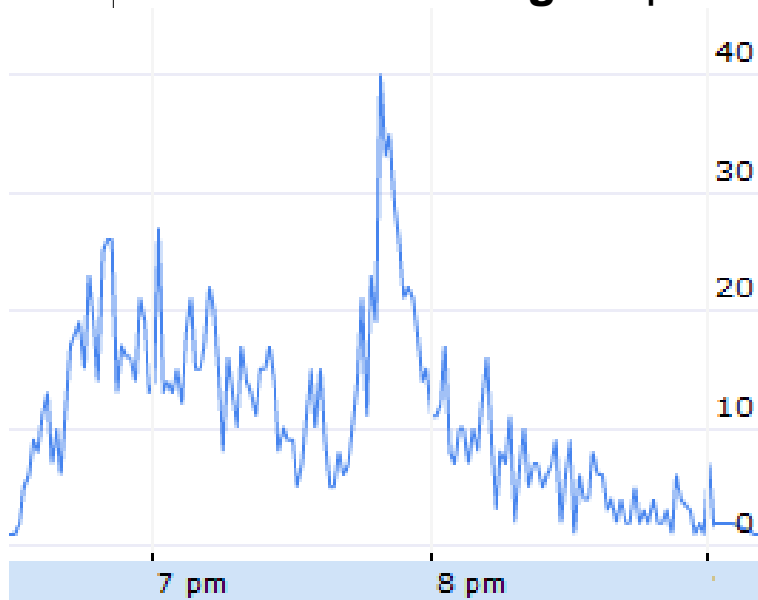


Spread afterwards:



Topic analysis during incident

Tweets/min on 'Damage' topic



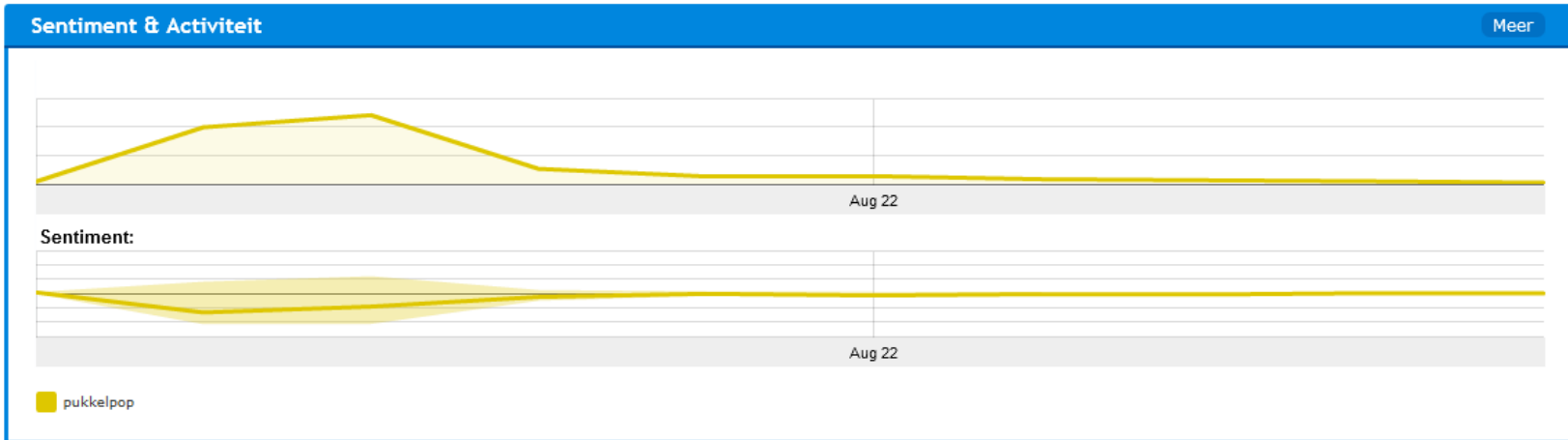
Tweets/min on 'Casualty' topic



17/08/2011 - 26/08/2011
Zoek

+ Vergelijk
ⓘ Zoektips
24H 7D 1M 3M 6M 1Y 2Y
Opslaan

Samenvatting
Sentiment & Activiteit
Trending topics
Top websites
Top auteurs
Expert
Rapport



Trending topics voor pukkelpop Meer

1. [mensen](#)
2. [slachtoffers](#)
3. [sterkte](#)
4. [organisatie](#)
5. [hasselt](#)

Top websites voor pukkelpop Meer

1. www.facebook.com	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 20px; height: 10px; background-color: green;"></div><div style="position: absolute; left: 20px; top: -2px; width: 20px; height: 10px; background-color: red;"></div></div>
2. forum.politics.be	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 2px; height: 10px; background-color: #0070C0;"></div></div>
3. forum.fok.nl	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 2px; height: 10px; background-color: #0070C0;"></div></div>
4. www.nu3ij.nl	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 2px; height: 10px; background-color: #0070C0;"></div></div>
5. twitter.com/TrendingToppik	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 2px; height: 10px; background-color: #0070C0;"></div></div>

Top auteurs voor pukkelpop Meer

1. TrendingToppik	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 20px; height: 10px; background-color: green;"></div><div style="position: absolute; left: 20px; top: -2px; width: 20px; height: 10px; background-color: red;"></div></div>
2. festivalnieuws	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: #0070C0;"></div></div>
3. TVL NIEUWS	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>
4. brkbe	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>
5. MeneerRik	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: #0070C0;"></div><div style="position: absolute; left: 5px; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>

Type bronnen voor pukkelpop Meer

1. Twitter	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 20px; height: 10px; background-color: green;"></div><div style="position: absolute; left: 20px; top: -2px; width: 20px; height: 10px; background-color: red;"></div></div>
2. Facebook	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 20px; height: 10px; background-color: green;"></div><div style="position: absolute; left: 20px; top: -2px; width: 20px; height: 10px; background-color: red;"></div></div>
3. Nieuws	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>
4. Forum	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: #0070C0;"></div></div>
5. Hyves	<div style="width: 100%; height: 10px; background-color: #ccc; position: relative;"><div style="position: absolute; left: 0; top: -2px; width: 5px; height: 10px; background-color: red;"></div></div>



2. Send and inform

- › Most crisis management organisations are oriented on broadcasting

#Twitter accounts (# organisations)

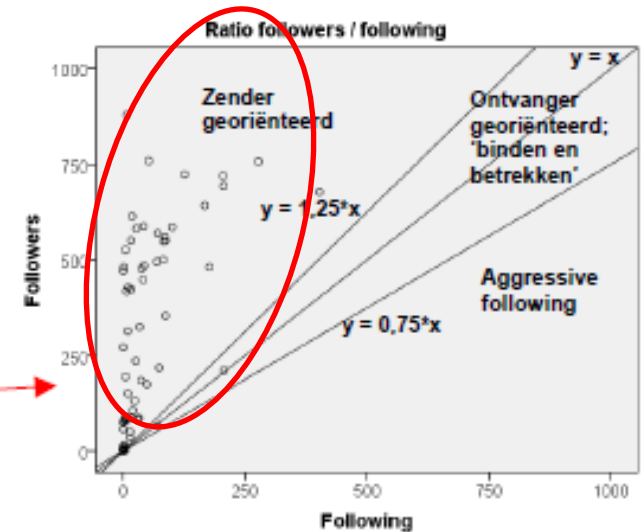
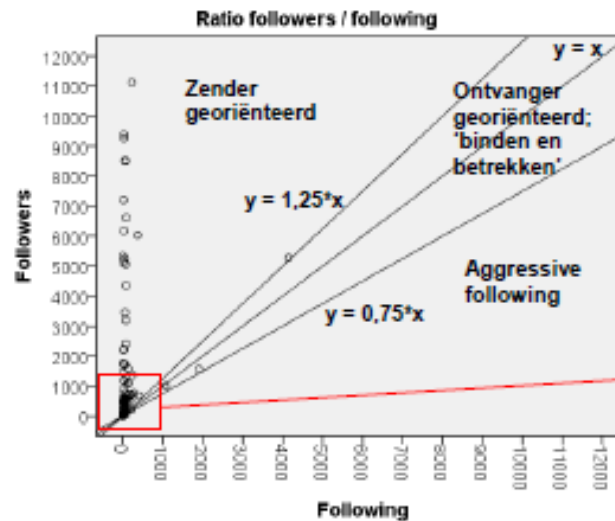
Safety region **18 (25)**

Fire dept's **21 (25)**

Police dept's **25 (25)**

Medical dept's **10 (24)**

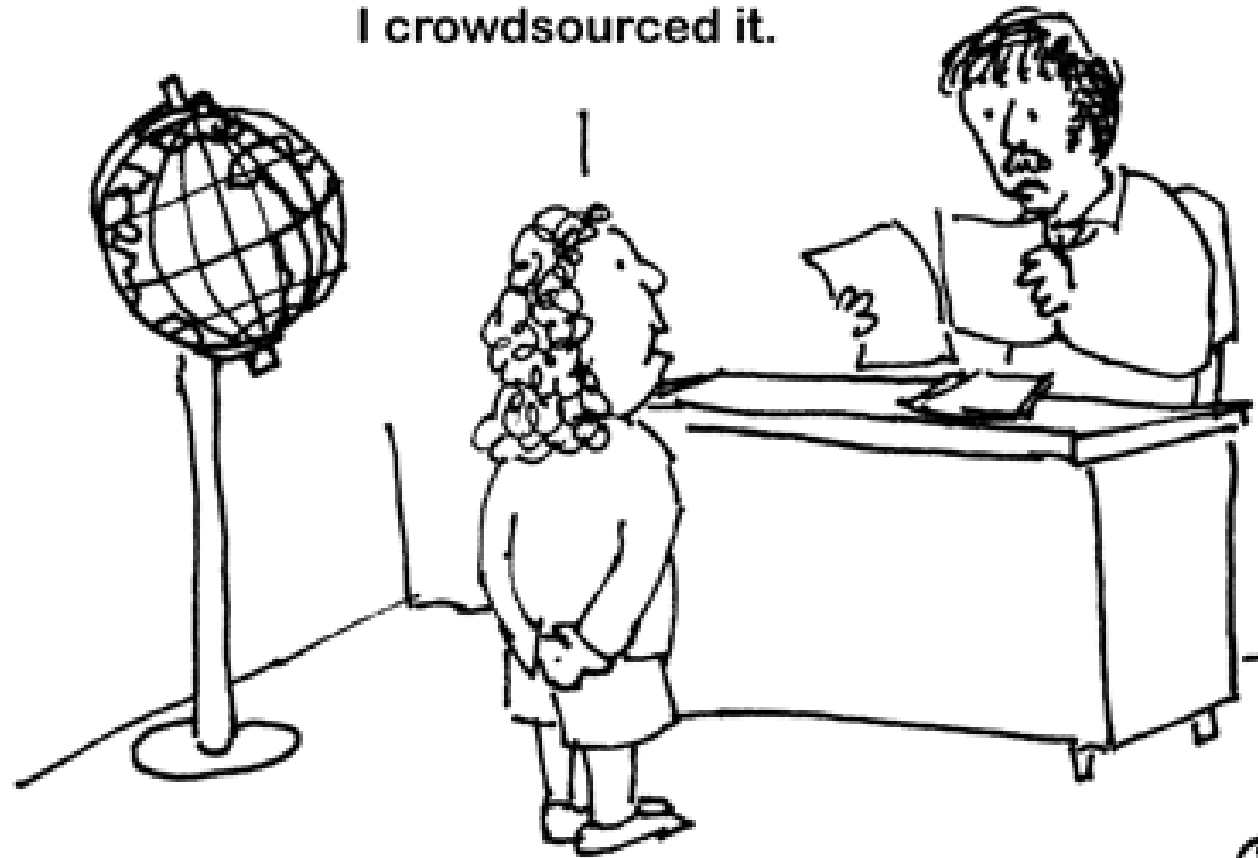
Water boards **24 (25)**





3. Crowdsourcing

I think you'll be
delightfully surprised
by the quality of my work
on this assignment.
I crowdsourced it.



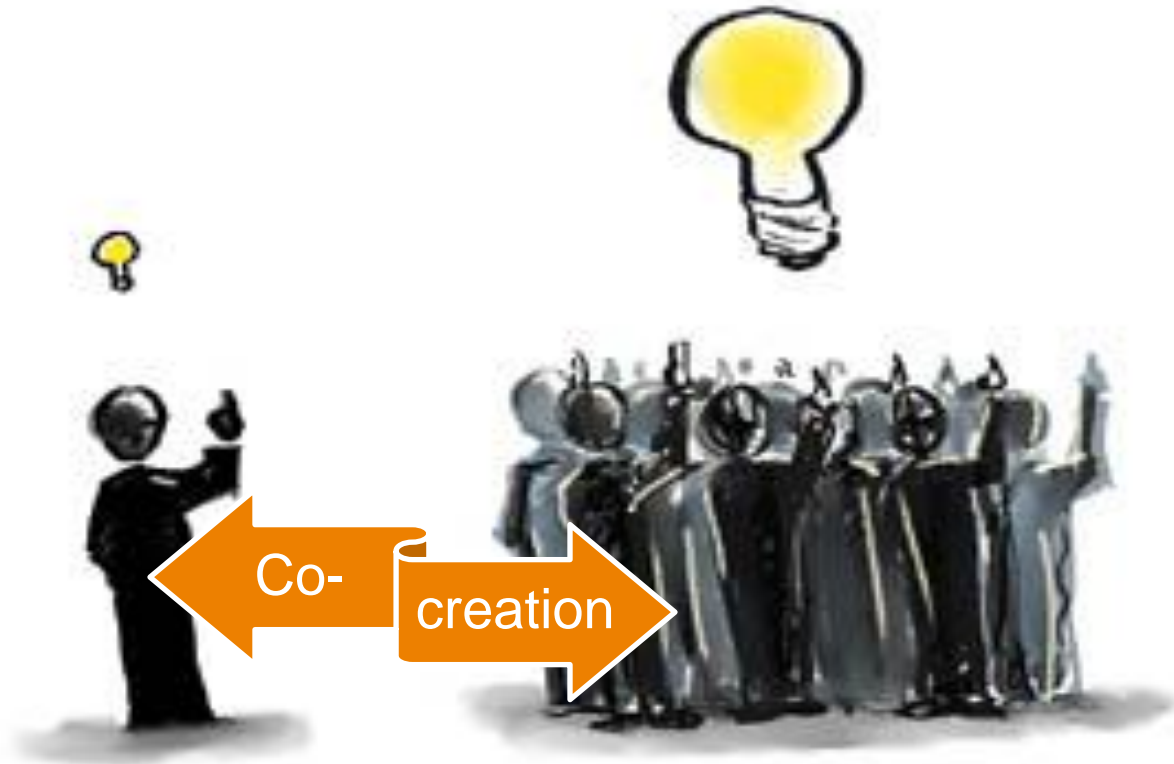


3. Crowdsourcing during incidents

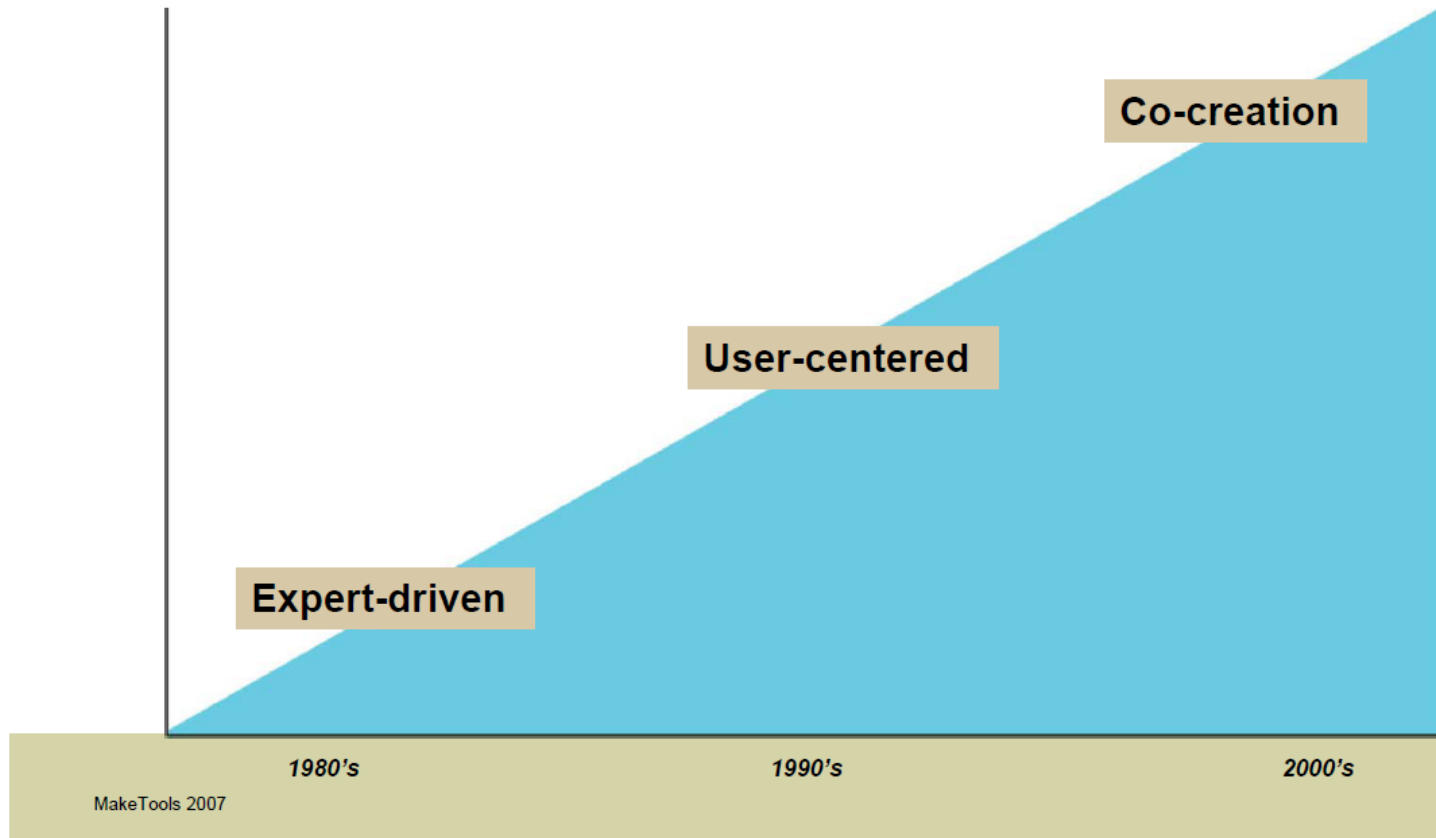




4. Dialogue and collaboration: co-creation!



Paradigm shift



How does social media 'click'?...



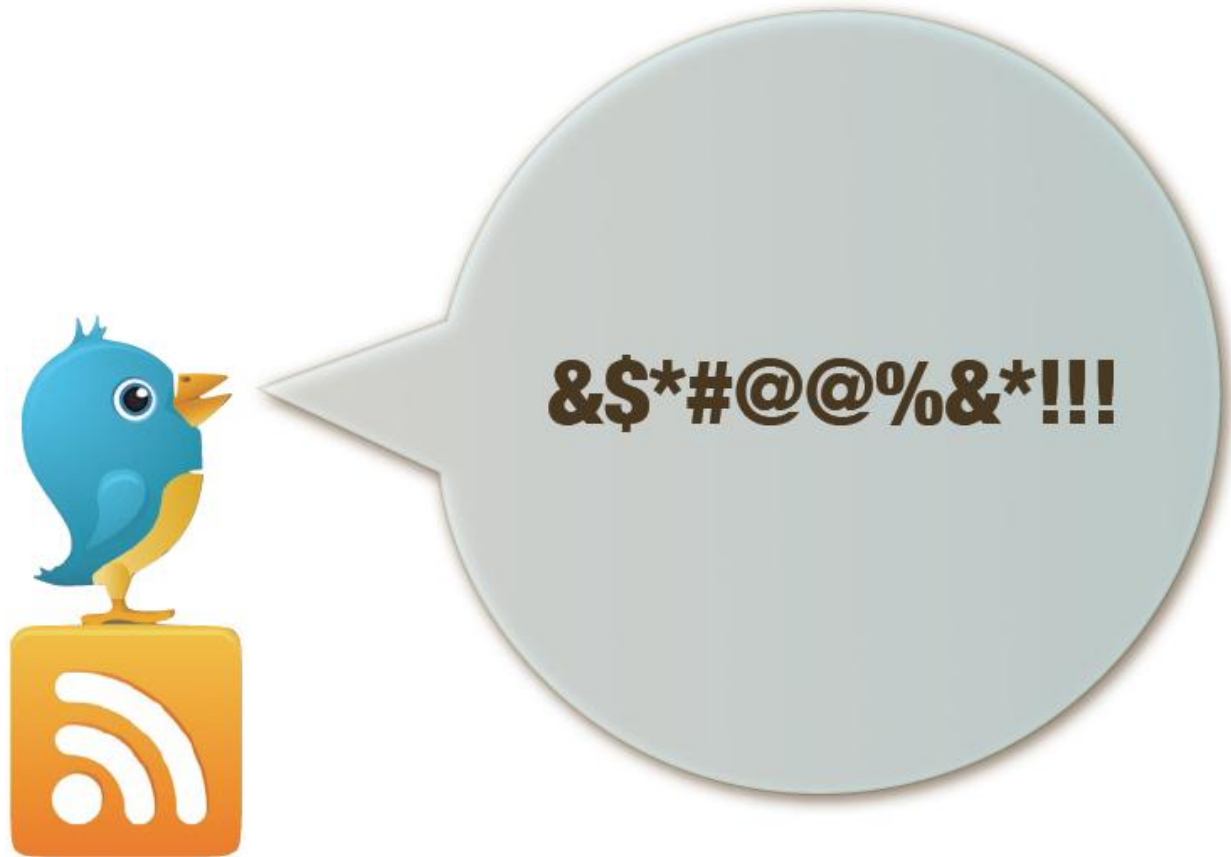
The crowd breaks all rules...



A large, bright, fiery explosion or fireball in a dark sky, with silhouettes of trees and buildings in the foreground. The explosion is the central focus, with a bright yellow and orange core surrounded by a larger, more diffuse orange and red cloud. The foreground shows dark silhouettes of trees and buildings, suggesting an urban or suburban setting at night.

Facts or fiction...?

“The crowd produces mostly crap.” – Jeff Howe



Wisdom of the crowd vs stupidity of the masses



Professional vs private (or hybrid) use

twitter Search Home Profile Message

buurtagent Gertjan
@g_vanbruggen Nederland, Groningen Zuid
Gertjan van Bruggen, politie Groningen, buurtagent De Wijert, Groningen Zuid. Taakaccent huiselijk geweld.
http://www.politie.nl/groningen/uwwijk/groningen_zuid/

Following

Tweet to @g_vanbruggen

Tweets Favorites Following Followers Lists

g_vanbruggen buurtagent Gertjan
Vandaag met collega Roel op fiets de wijk in geweest. Aantal adressen bezocht... niet thuis. Dan binnekort maar even 's avonds aan de bel.
22 Nov

g_vanbruggen buurtagent Gertjan
@vzuidam Erik, van harte gefeliciteerd en veel succes als brandweercheff!
21 Nov

voorlichter Persvoorlichter GRN
Morgen in #OpsporingVerzocht aandacht voor schietincident #Papengang #050. Oa beelden van gezochte getuigen.
[#AHGR](http://bit.ly/tnGDBr)
21 Nov
Retweeted by g_vanbruggen

VS

twitter Search Home Profile Message

Erik van Zuidam
@vzuidam Groningen/Roden, Netherlands
plu korpschef politie Groningen | filosofie | kwantum fysica | rand orde chaos | social issues | rijnlands | tipping point | social media | ppp | travel | (persoonlijk account)
<http://www.erikvanzuidam.nl>

Following

Tweet to @vzuidam

Tweets Favorites Following Followers Lists

vzuidam Erik van Zuidam
Boeiende voordracht over ontwikkelingen soc media en meldkamer 2.0 door **@hemmelhoes** #mknn
4 hours ago

vzuidam Erik van Zuidam
Nu een bijdrage van prof **@irahelsloot** over 'van meldkamer naar regiekamer' #mknn
5 hours ago

vzuidam Erik van Zuidam
Welkomswoord van **@nkramers** bij opening van nwe noordelijke meldkamer twitpic.com/711d0v
5 hours ago

Speed vs reliability



The crowd can destroy your brand/company

HELL



FIASCO SYSTEMS



NOKIA
Disconnecting People

2M



BAD YEAR



there is no common language...

Future proof or keep switching channels?





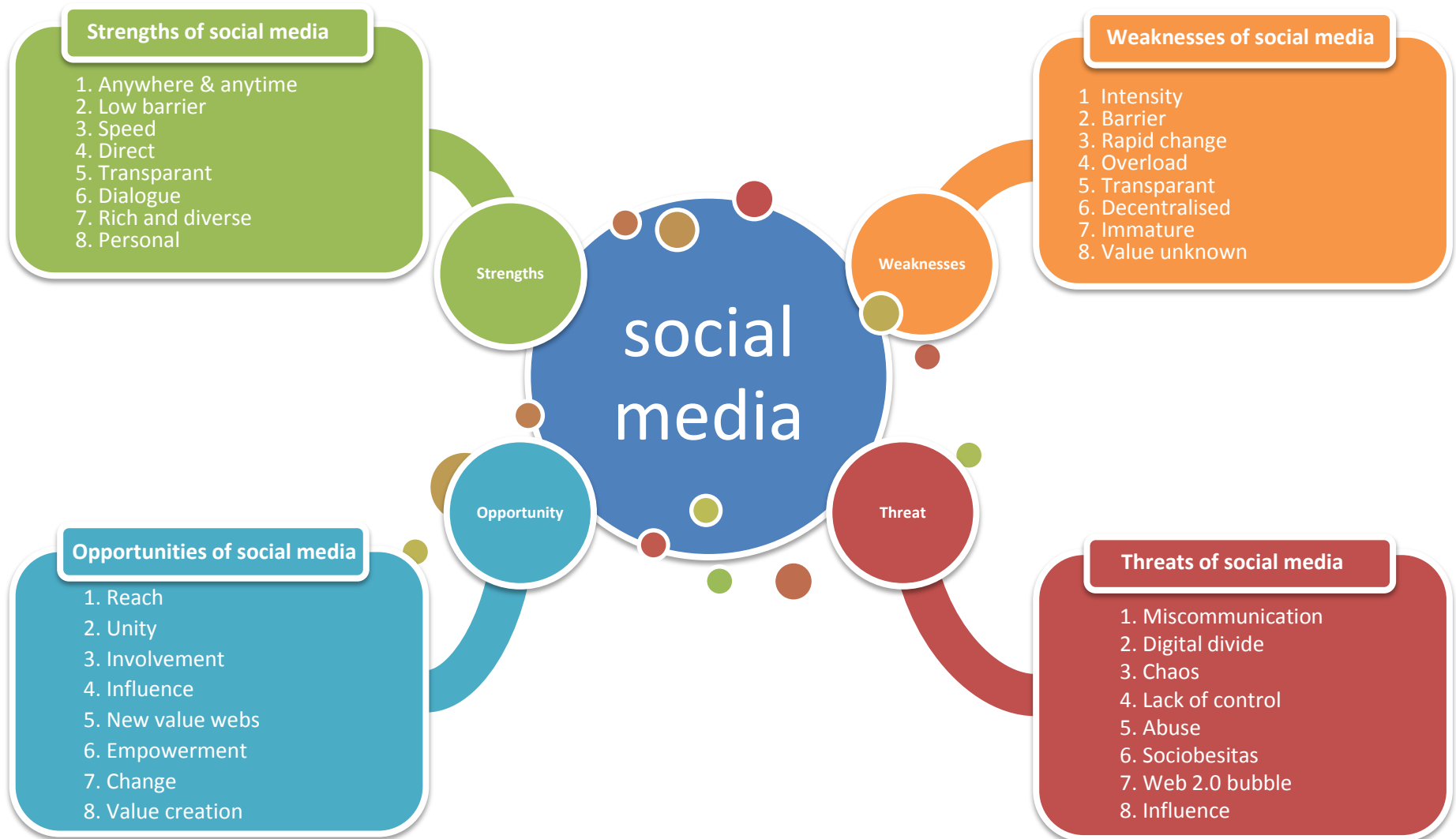
Crowd control
vs community management?



Ethics...

BIG
BROTHER
AWARDS

Social media SWOT



challenging

What is your next step?

engaging

**Are they
with you or
against
you?**



twitcident.com
@twitcidentapp



Arnout de Vries

Senior scientist
Innovation Management

Arnout.devries@tno.nl

<http://www.tno.nl/>

@MrFreeze23

