

Effective Messaging in 90 and 360 Characters

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Messaging Ground Rules

- ⦿ Tell the truth and tell it well
- ⦿ Don't speculate about ANYTHING
- ⦿ Stop using absolutes
- ⦿ The magic of #7 (plus or minus 2)
- ⦿ Key Message, the supporting messages.



Understanding Human Behavior

- ⦿ Your biology and background affect how approach and view situations
- ⦿ In high stress situations human brains are discerningly slow
- ⦿ Normalcy Bias

Implement Practical Approaches

- ⦿ Anticipate, Prepare, Practice (APP)
 - 95% of questions are predictable
- ⦿ The Rule of Three: 27/9/3 Tool
 - 27 Words
 - 9 Seconds
 - 3 Points
- ⦿ Balance negatives with three positives



Message Blasting: Opting Out- BY CHOICE

- ⦿ Informed vs Uninformed
- ⦿ Defining BALANCE in messaging
 - Use of MNS for non-emergency use becoming white noise
 - Scale back the message blasting-its HURTING us
 - Develop IDA Balance Sheets (Message Mapping)
 - Message = Outcome

Message Mapping

◎ IDA Balance Sheets

- Impacts
- Disruption
- Call to Action (make it count)

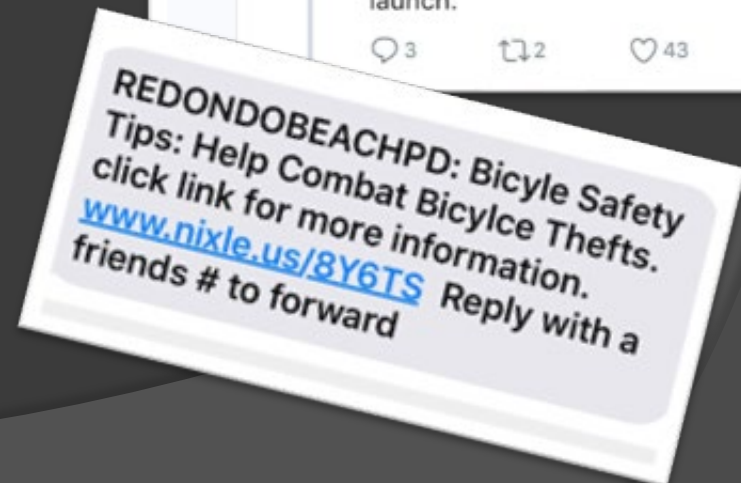


Scaling the Delivery

- ◎ If IDA checks out, then scale the delivery
 - Text
 - Email
 - Voice
 - SM
 - IPAWS

Assess the Impact- THEN send

- Guidelines/Assessment of non-emergency messaging
 - While the promotion is nice, we don't care
- Don't botch the message!
 - Make sure you have spell check enabled
 - And don't repeat the same BAD message

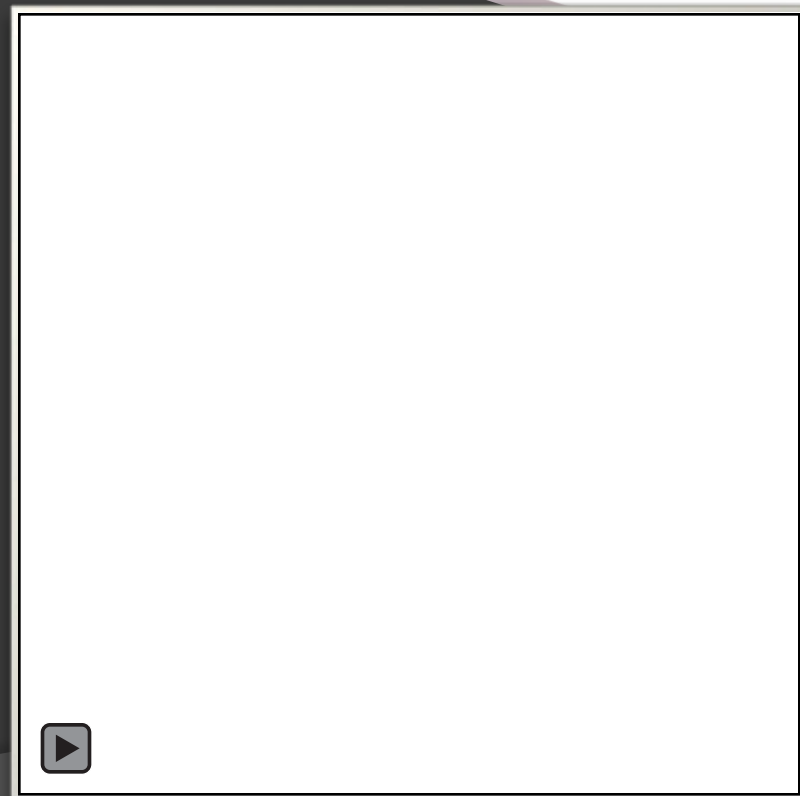


IPAWS



December 6, 2017

- IPAWS message sent to ALL of LA County
- Set off panic on twitter and social media
- No follow-up on where to get more information



Pre-Plan and Pre-Script

- ⦿ Follow your hazards-map your plans
 - List every possible emergency
- ⦿ Pre-scripted messages
 - Warning
 - Evacuation
 - Retraction
- ⦿ Define clear lines of authority and processes

WEA 90 Character Template

- [Hazard] in [Location] [Guidance/Action]
go to [URL/Phone] for information
[Source]
- Example (89 Characters)
 - Police activity at 301 & Rte 5 road closures
avoid area Go to bit.ly/xxx for info CC-EMA

WEA 360-Character Template

- ⦿ [local, familiar, authoritative message source]. {Description of the threat or event} in [location and consequence]. [Protective Action]. [URL, phone number, media for more information]
- ⦿ Example (291-Characters)
 - DC Emergency Management notification. Suspicious package at Washington Monument. Police activity in surrounding area near 15th and 17th streets. Possible hazardous material. Avoid area, stay indoors and away from windows. Go to bit.ly/xxx or tune to local media for more information.