Social Media and Emergency Preparedness

With the Internet at our fingertips and ever-changing methods of exchanging information, emergency management professionals should adapt to new communications outlets like social media in order to reach diverse audiences of all ages.

It is critical for emergency management organizations to establish themselves on social media outlets before a disaster strikes, so community members know where to look for information during the response and recovery phases of a disaster. During non-disaster periods, emergency management professionals should explore how they can use social media outlets like Twitter, blogs, Flickr, Facebook, Instagram and YouTube to deliver information.

To see how other emergency management organizations are using social media, join the Social Media Emergency Management Community of Practice or check out the National Preparedness Community’s discussion on Social Media in Emergency Management and Preparedness Efforts.

When using social media, you should:

- Try to post daily to show you are active;
- Make the information fun and engaging;
- Provide a link, when applicable, to additional information and resources;
- Link videos to your content; and
- Provide relevant content that meets the needs of your community.

You can learn more with the FEMA Independent Study course Social Media in Emergency Management. This course provides a collection of promising practices for emergency management organizations to build their social media capabilities to further achieve their goals.