

## Social Media Affects Disaster Management Playbook

Twitter and Facebook are growing ever more popular in providing individuals, first responders and the entire emergency management community with the latest disaster information. Social media was definitely a go-to source for major disasters such as Superstorm Sandy and most recently for the tornadoes in Oklahoma.

Recent research shows that the old playbooks on disaster management will need to be revised to include a social media plan. According to **Scientific American**, researchers have now begun compiling and publishing data to show the impact that social media has on disasters. Lawmakers and security experts are now assessing the data to see how emergency management can adapt to the trends. Compiled below are some ways to jumpstart your disaster management playbook to align with social media:

- Build a social media strategy that is adaptable to a variety of hazard situations;
- Establish a consistent hashtag on Twitter so people can follow the conversation;
- Ensure you post accurate, not just quick information; and
- Follow the conversation on social media to debunk any myths right away.

To read the article in its entirety, visit [Scientific American](#).