Crisis Response Toolkit

Why use Twitter to prepare and respond to emergencies?

Twitter is what's happening! And this is even more relevant during a crisis. For individuals, Tweeting out your status is a quick way to reach the maximum number of people and relevant authorities with the least amount of effort. For organizations and emergency response agencies, it's the fastest way to disseminate the most critical information to the largest amount of people in the shortest amount of time.

Your Twitter content strategy

To effectively use Twitter during an emergency, you need to think and plan beyond the crisis:

- Your **everyday communications** will help you build your audience and credibility.

- When expected, **share information about how to prepare** – for a hurricane, wildfire, earthquake, or an epidemic – before the crisis arrives to help people be ready.

- **In a moment of crisis**, be strategic about your communications by only posting critical information and monitoring the conversation.

- **After the state of emergency has passed**, continue to engage with your community to help them get organized and recover.

Planned for the expected

EVERYDAY/ MITIGATION

Establish your voice and credibility as a trusted source of information while building your following.

CAMPAIGN/ PREPAREDNESS

Educate and **train** your audience. Help them be ready to respond to an emergency.

Day-to-day ← → Event

REACTIVE/ RECOVERY

Add value to the topics of the day and help people be **informed** and get **organized**.

LIVE/RESPONSE

When a crisis is underway you have the responsibility and opportunity to **connect** and **amplify** critical messages.

Plan for the unexpected

In the following pages you'll find the best practices we have observed from our users for each of this moments. For our purposes, we have combined mitigation – or everyday conversation – and preparedness into one category.

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1 Get Ready

We can't always be ready for every emergency, but there are things we *can* prepare for:

Optimize your profile to be found easily in search by using keywords in your bio.

Prepare a plan of action for Twitter that incorporates the best practice detailed here.

Choose the hashtags you'll use in an emergency situation and share them with your followers.

Create templates and infographics to share information quickly and effectively.

Train and **Campaign** – continually inform people of your plan of action.

Prepare Twitter Lists of key accounts for emergencies.

3 Inform & Interact

Twitter is a conversational platform, so use a mix of information distribution and follower engagement:

Use Twitter to learn who interacts in your area.

Engage with people on the ground to gather information. They may know something you don't.

Interact with your followers, answer their questions and dispel any misinformation.

Discover issues as they arise through your followers and by monitoring conversations around certain hashtags.

Train your followers to **turn off 'Quality Filter'** and **'See the best Tweets First'** on their Twitter app during an emergency to get raw, unfiltered, real-time Tweets.

Advise your followers to Tweet with their precise location to help you and others get an update of the conditions on the ground, or to be able to aid them if needed.

2 Tools

Make sure everyone stays up to date by turning on **Notifications**

Use **Lists** to curate groups of important stakeholders.

Use **TweetDeck** to monitor multiple timelines on one easy interface.

Monitor the **Activity Tab** on Tweetdeck to see what is happening in your network in real-time.

Use **Periscope** to disseminate critical information live to the world. Use Live video to receive updates from the ground.

Use **Moments** to curate important Tweets into one easy to use package.


Twitter India @TwitterIndia — Follow

Live updates on the #KeralaFloods - follow what's happening across government agencies, NGOs, and citizens involved with this list:

#KeralaFloods

Emergency Response Kerala, India
twitter.com

8:33 PM - 19 Aug 2018

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Periscope

Use the power of **Periscope** to help keep people informed. To access Periscope, open the compose Tweet interface. Select the symbol highlighted below and begin broadcasting to the world.
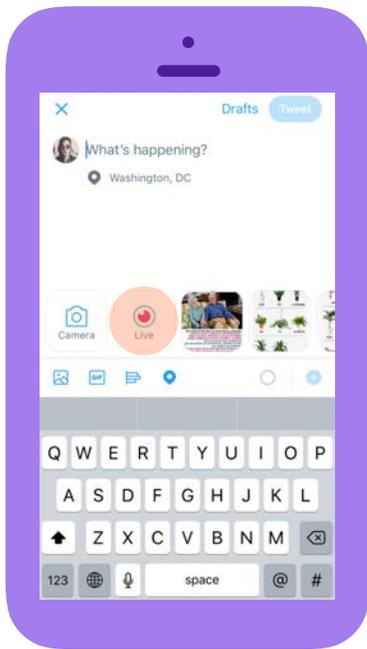
Notifications

During an emergency, advise your followers to turn on **Notifications**. This will send a push notification whenever you Tweet to those who have subscribed. This can help get vital information to those in need. Users can turn off alerts at any time.

Tweet

Dublin Fire Brigade ✔
@DubFireBrigade

Turn on push notifications to get up-to-date information about #Ophelia incidents around Dublin and larger incidents in the Eastern Region

Dublin Fire Brigade ✔
@DubFireBrigade · Follows you

Award winning Twitter account for Dublin Fire Brigade and Ambulance Service. (01) 673 4000. Not monitored on a 24 hour basis. In emergency dial 999 or 112
Townsend Street DFB HQ

Tweet your reply

Lists

Create and use **Lists** to monitor key stakeholders and communities. Create lists of emergency services, relevant government agencies, and volunteer organizations. This allows you to create a custom Twitter Feed containing Tweets from members of the list. You can make these lists private or public – for internal or external distribution.
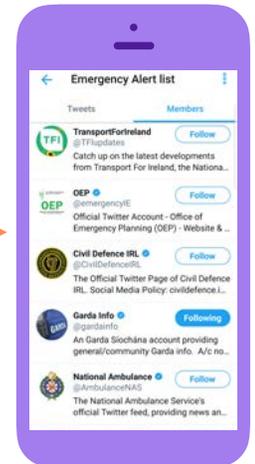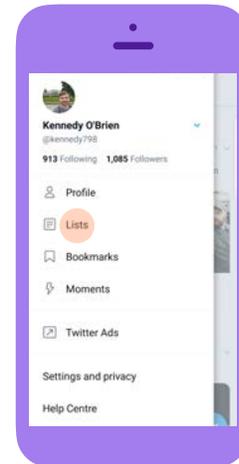
Moments

Use **Moments** to capture the story around an event and to collect vital information in one place. To create a Moment: 1) Select Moments from the menu screen; 2) Select the create new Moment button; 3) Choose a title, description and cover photo; 4) Add relevant Tweets; 5) Publish. You can add new Tweets to an existing Moment, so your followers can check in for updates.
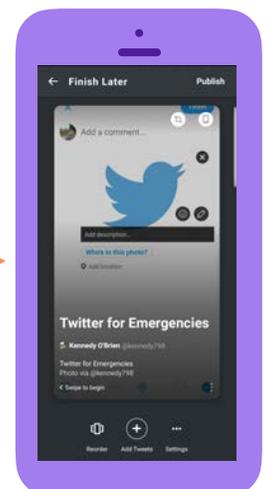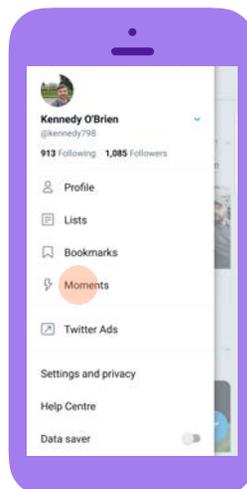
Crisis Response Checklist

EVERYDAY/MITIGATION

- ☐ Profile photo and display name help people recognize who we are quickly.
- ☐ The link to our official website is displayed in our profile.
- ☐ Bio and cover photo provide further information about our mission and current campaigns.
- ☐ Our content calendar is up-to-date with the relevant local, national, and international holidays and awareness days.
- ☐ We are monitoring the conversation that's relevant to us and making sure to interact with users when we can answer their questions or jump in to provide information – we are using the Trends and Tweetdeck for this.
- ☐ We follow @Twitter and are constantly checking blog.twitter.com to find out about product and tools updates such as Threads, Lists, Moments, Periscope, and Timestamps.
- ☐ We are checking our analytics to recognize effective strategies and areas of improvement.

CAMPAIGN/PREPAREDNESS

- ☐ Our emergency communication plan for social media is up-to-date and ready to be shared when necessary.
- ☐ We have templates to communicate critical information and easy to read infographics ready.
- ☐ We have planned and socialized the use of different hashtags for different purposes in the event of an emergency.
- ☐ We are constantly sharing information with people on how to prepare and what to do – on and offline – when an emergency arrives.
- ☐ Our emergency response Twitter Lists is ready and we have shared it with followers and partners.

LIVE/RESPONSE

- ☐ Our emergency communication plan was set into action and we are only posting critical information.
- ☐ We have pinned the most important tweet to the top of our profile and change it as needed.
- ☐ We are monitoring the conversation, relevant hashtags and accounts on Tweetdeck.
- ☐ We are interacting with people, answering their questions and letting them know we are listening.
- ☐ We reminded people to:
  - ☐ Tweet with their precise location
  - ☐ Turn off 'Quality Filter' and 'See the best Tweets First'
  - ☐ Activate push notifications for our account
  - ☐ Tweet using the relevant hashtags
  - ☐ Follow our relevant Twitter List

REACTIVE/RECOVERY

- ☐ We continue to monitor the conversation, relevant hashtags and accounts on Tweetdeck.
- ☐ We are sharing relevant recovery information and safety tips, as well as information about resources available for those impacted.
- ☐ We are receiving information from partners and other organizations/agencies about recovery efforts and resources needed and sharing this with our followers.