

ShakeOut: Using Earned & Social Media to Build Awareness

*National Earthquake Program
Managers Meeting*

Seattle, Washington | April 30, 2013

A Day in the Life of...

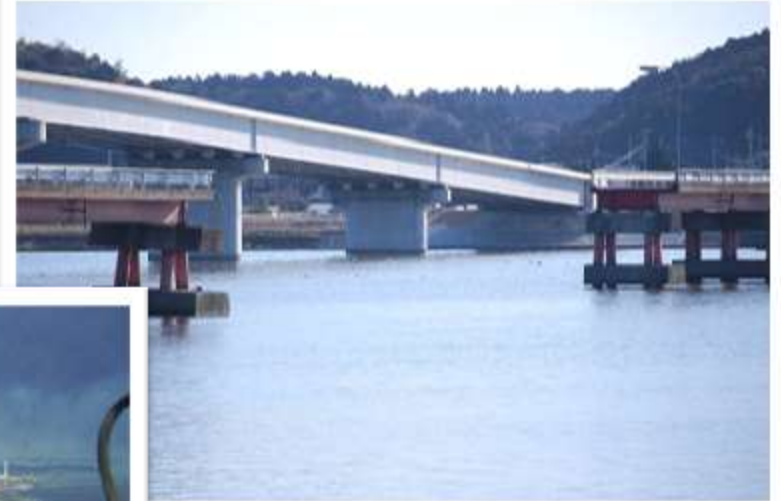


A Day in the Life of...

How do we rise above?



Real World Events



Traditional Media Outreach

- Press Releases
- Public Service Announcements
- Direct Mail/Email



Media Events



Social Media

- Facebook
 - 2,116 “likes”
 - 21% increase over 2012
- Twitter
 - 860 “followers”
 - 22% increase over 2012



Facebook

1/13	Check out this awesome American B...	552	24	4.35%
1/13			--	--
1/13			11	2.46%
1/13			29	5.12%
1/13			19	2.81%
1/13			15	2.16%
1/13			8	1.69%
1/13				
1/13	201 years ago today, around 9AM, a...	966	124	8.7%
1/13	Interested in community disaster pre...	527	25	1.9%
1/13	The ShakeOut is a great time to mak...	589	26	1.87%

The Great Central U.S. ShakeOut
 201 years ago today, around 9AM, a major earthquake struck near New Madrid, MO. The 1811-12 earthquakes are a big reason why we practice Drop, Cover, and Hold On during the ShakeOut. They could happen again, and we need to be ready. For information on the 1811-12 earthquakes, check out this great USGS poster "20 Cool Facts about the New Madrid Seismic Zone" <http://pubs.usgs.gov/gip/134/>



20 Cool Facts about the New Madrid Seismic Zone
 pubs.usgs.gov

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The Great Central U.S. ShakeOut Timeline Now

Here is just one of the many great examples from today's drill.
 Disaster Distress Helpline : Great Job!

Disaster Distress Helpline (a program of SAMHSA) participate in the Great Central U.S. #ShakeOut! Practicing readiness helps you & your loved ones to stay calmer & feel more in control when disasters such as Earthquakes strike.



Disaster Distress Helpline *Disaster Distress Helpline staff participate in the Central U.S. #ShakeOut 2.7.13- 'Drop, Cover, Hold On!' Readiness = Helping You & Your Family Stay Calm When Disasters Strike.*

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The Great Central U.S. ShakeOut February 7 · 1h

Thanks for all the photos that are being posted from today's ShakeOut. It is so great to see what everyone is doing and how people can have fun while practicing emergency preparedness.

We'll post some photos of our partners, participants, friends who helped

665 people saw this post

The Great Central U.S. ShakeOut February 7 · 1h

2013 Great Central U.S. ShakeOut Drill (5 photos)
 ShakeOut Drill at DeSoto Central Primary School -- in Southaven.



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330 people saw this post

Drop, Cover, Hold On!



Missouri Shake Out

212 Rite - Talking about this

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ShakeOut

The Great Central U.S. ShakeOut Was The Great Central U.S. ShakeOut.

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Christian Burgess
 Disaster Distress Helpline (a program of SAMHSA) particip...
 3 1 3 · February 7 at 4:08pm

Trent D. Pendley
 Nine of us at Martin Binder Jeweler in Valparaiso, Indiana, dr...
 1 · February 7 at 4:03pm

Kathie Kearbey
 this is me under my desk holding on!
 1 1 · February 7 at 12:42pm

Brian Hill
 Took part in our own way. Me and my gf discussed what we ...
 1 2 · February 7 at 11:05am

Linton Trucking
 Thank You...240,000 People Were Notified...Great Emergen...
 3 8 · February 7 at 10:48am

More Posts

Twitter



most retweeted tweets

- 8 **CDC READY** **CDCReady:** Join the millions who will "Drop, Cover, & Hold On" at 10:15 AM tomorrow in [#Shakeout!](#) [shakeout.org/centralus/](#) [#prepare](#)
about 2 hours ago
- 3 **Region8News:** [#Earthquake](#) drills set on New Madrid anniversary [kait8.com/story/20976756...](#) [#kait8](#) [#ShakeOut](#)
about 4 hours ago
- 2 **The Great Shake Out** **CentUS ShakeOut:** In just under 24hrs, we are going to [#ShakeOut!](#) Remember to post some pics of your drill [shakeout.org/centralus/drop...](#)
about 1 hour ago



ReadydotGov @ReadydotGov

4 Feb

Register for the Central U.S. [#Shakeout](#) [shakeout.org/centralus/](#) (2/7 at 10:15am CT) to practice [#earthquake](#) safety w/ 2 million others!

[Details](#)



Concluding Thoughts on Earned & Social Media

- Provide quality, timely information to the media and your audience
- Promote your partners and champions
- Acknowledge individuals who contribute to the conversation
- Use good etiquette, but have fun with it

Social Media: Are you in? If not, why?