

# Public Notifications: Procedures, expectations & contemporary communication systems

By Matt Kinshella,  
Communications Director



# About 211info

- Save people time when time is most valuable
- Provide guidance and information to people looking for social services and non-emergency disaster related info.
- Dial 211 – free, live, confidential
- Don't forget [211info.org](http://211info.org)
- Launched in Hood River June 2011



Do not focus on the technology, the tools or the gizmos. Focus on the outcomes we are trying to achieve. Social media can empower the public to be part of the response, not as victims to be taken care of.



- Craig Fugate, administrator of the Federal Emergency Management Agency (FEMA)

- Social media No. 1 activity on the Web
- Facebook tops Google for weekly traffic in the U.S.
- If Facebook was a country, it would be the world's third largest and twice the size of the U.S. population.
- 90% of consumers trust peer recommendations.
- As of February 2012, 66% of online adults use social networking sites.

- The internet is the third most popular way for people to gather emergency information with **18 percent** specifically **using Facebook** for that purpose
- Nearly **a fourth** (24%) of the general population and **a third** (31%) of the online population would **use social media to let loved ones know they are safe;**
- For those who would post a request for help through social media, **39 percent** of those polled online and 35 of those polled via telephone said they would **expect help to arrive in less than one hour.**

# Social media can be a powerful device to **listen** and **gather feedback**.

## Portland hands out sand bags; Flood warning for Johnson Creek

PORTLAND, Ore. - With the threat of flooding on Thursday, the City of Portland has set up several locations for residents to come and get...

 Katu



“ RT @clackamascounty: Clackamas County residents can get sandbags at these locations while supplies last. [fb.me/1b39awyMn](https://fb.me/1b39awyMn)

 3 months ago

211Info



## News

“ Contrary to various erroneous media reports, Salem Hospital is NOT evacuating any of its buildings and is operating normally.

 3 months ago

KOIN Local 6

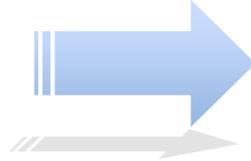
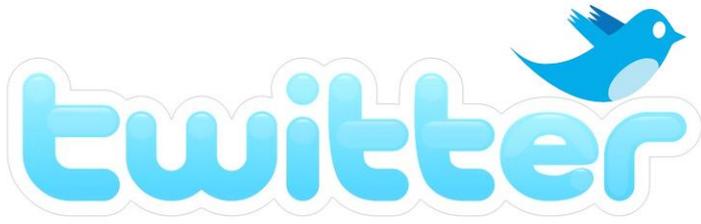


## Oregon hit with major flooding

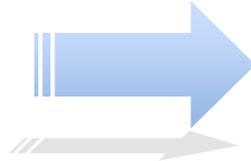
The National Weather Service issued a flood warning from Lincoln City to Florence on the coast washing eastward to Oakridge and north to ...

 OregonLive

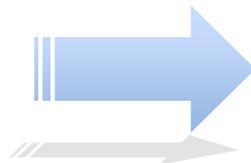




Track real-time conversations about any incident in any location and respond with accurate information.



Track trends, keywords and sentiment analysis.



Field questions and steer conversations with social influence.

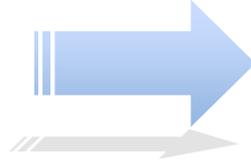
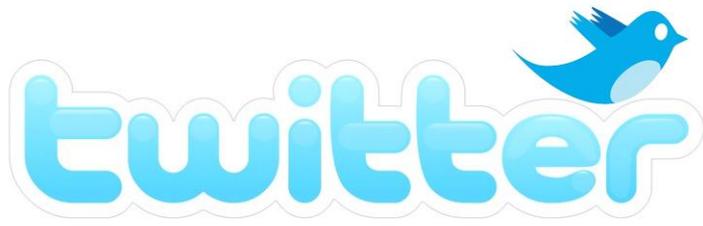
**Empower community** of supporters, but you have to **start now.**



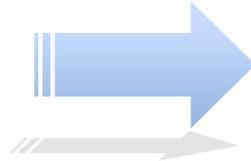
**ugmpdx** UGM Portland

Big shout out to [@211info](#) and [@goodinpx](#) for getting the word out about blankets! 1000 blankets in from [@ORVOAD!](#)

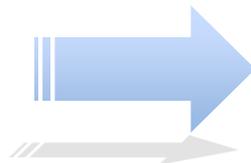
24 Nov



Build relationships with key partners/influencers, media and share awareness/prevention campaigns .



Establish relevancy, authority and reliability with a community of readers.



Host a community discussion that can educate, inform and be activated.

# Return on Investment

- Set specific goals and measure
- Interns looking to lead something
- Pilot programs

# Time Management

- Proportional to overall public engagement strategy
- The more you put in to it, the more you get from it.
- Listen > Broadcast > Engage

# Great Learning Resources

<http://www.sm4em.org/>

<https://sites.google.com/site/wharman/social-media-strategy-handbook>

Contact me any time

[matt@211info.org](mailto:matt@211info.org)

503-416-2649

[Twitter.com/211info](https://twitter.com/211info), [/mkinshella](https://twitter.com/mkinshella)

Questions about 211info or social media?