



Oklahoma Office of Homeland Security
Social Media for Natural Disaster Response and Recovery
Tulsa, OK
February 23, 2012

Course Overview: The course will provide participants with the knowledge and skills of social media and its uses, as well as the current tools, methods, and models to properly make use of social media for crisis communication. Participants will take part in facilitator-led activities. Through the use of social media tools, participants will learn and master skills to disseminate information and monitor, track, measure, and analyze social media traffic. Participants will be able to use social media as a method to identify warning signs that a crisis is developing.

- The use of social media for disaster preparedness has two components:
 - As an effective means for providing updated information about a crisis, proactive steps must be taken prior to disasters in order for effective communications to occur.
- As a part of crisis observation, managers should be monitoring social media platforms and channels that may be relevant to their organization. Observing can be as simple as conducting regular searches and analyses of media platforms for keywords and phrases that may imply an emerging crisis or disaster. Monitoring of social media should extend into the crisis response and post-crisis phases to check how crisis management efforts are being received.

Course Requirements: **(1)** Participants must bring a Wi-Fi enabled laptop; **(2)** Participants must create a Twitter and a Facebook account prior to attending the course; **(3)** participants must be able to post test messages on these accounts.

Participant Audience: Government and public decision makers, public information officers, emergency operations personnel and managers, response personnel, planners and other, response, and/or mitigation responsibilities

Date and Location: February 23, 2012; 8 am-5 pm; TulsaTech Riverside Campus, 801 West "K" Place, Jenks, OK at the Alliance and Conference Center, Room A-144

Registration: Visit [Oklahoma Office of Homeland Security's Website](#), then search for the course. Click on the name of the course, then on **REGISTER FOR THE COURSE**.

If you have any questions, please contact Gary Davis. Please register by February 9, 2012.

Hotel Accommodations: OKOHS will not provide hotel accommodations for this course.

Sponsored By: Oklahoma Office of Homeland Security

Delivered By: Department of Homeland Security and the National Disaster Preparedness Training Center, University of Hawaii.