

Communicating Using Federal Websites in National Emergencies

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Using the Web

- **72 million** Americans used the Internet during Hurricane Katrina
 - 50% of all Internet users
- Over **27 million** people used government sites, such as FEMA.gov and FirstGov
 - 19% of all Internet users

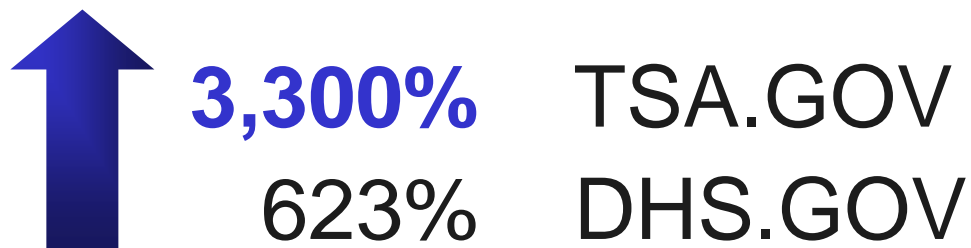
(Pew, Nov 2005)



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Movers and Shakers

Traffic increases week of August 6, 2006



source Alexa

Effective Uses of Web in Emergencies

- Key support tool for communications and services
- Used in combination with other information sources
- Quick updating and dissemination
- Easy to find resources announced in speeches and statements made to broadcast and print media
- Connects information regardless of geographic or organizational boundaries
- Following standards and linked strategically, can ease information retrieval for citizens, media and other stakeholders



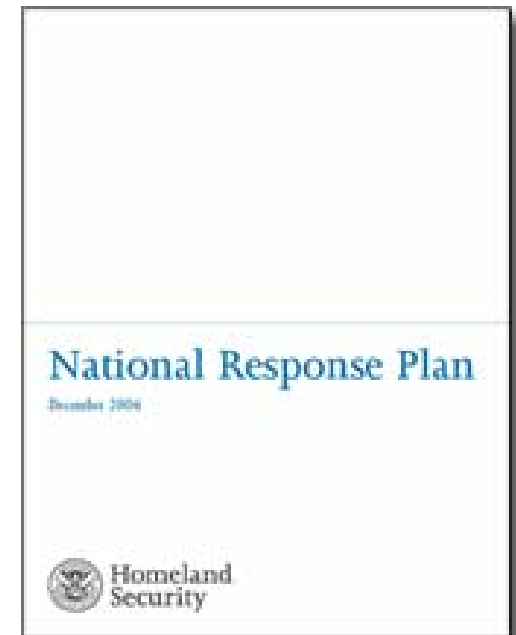
Cautions

- Should always be used in conjunction with other information and service tools
- Cannot break news or provide announcements--other media drive users to web
- Cannot meet immediate needs for interactive applications
- Cannot increase capacity immediately--upwards of 2-7 days to add capacity
- Cannot clarify confusing situation on the ground



What Happens in an Incident

- During a catastrophic disaster the National Response Plan is activated
- Requires coordinated communications strategy to help people get help and information
- Information needs to remain under control of the “expert” agency and linked to by other agencies



www.dhs.gov/nationalresponseplan



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Process

- Stay in your lane
- Focus on your agency mission area
- Don't duplicate, **LINK!**



Process

- Every player has a role
- Figure out yours
 - Within your agency
 - National Response Plan
 - Emergency Support Function 15- External Affairs

