



## Emergency Public Information (EPI) Subcommittee

### Highlights EPI Subcommittee Teleconference Wednesday, October 12, 2011, 12:30 PM–1:30 PM EDT

#### Participants

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Pat Bjerke, ORISE

Jeff Leifel, ORISE

Dorothy Cohen, ORISE

Steve Lockett, DOE HQ

Matt Cole, Office of Science

Carisa Shultz, INL

Sally Fitzgerald, U.S. DOE

Elizabeth Waldron, EOTA

Holly Hardin, ORISE

#### Welcome

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The EPI Subcommittee met on Wednesday, October 12, 2011, via conference call.

#### 2011 EPI Subcommittee Live Meeting Debrief

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The Emergency Management Issues Special Interest Group (EMI SIG) Emergency Public Information (EPI) Subcommittee held a fall Live Meeting webinar on Wednesday, October 5, 2011. The webinar included presentations focused on emergency public information, social media, and Technology Working Group (TECHWG) and Training Subcommittee briefings.

Highlights from Jeff Berger's presentation, "Lessons Learned How Los Alamos National Laboratory Used Social Media to Communicate about the Las Conchas Fire," follow:

- Train individuals and backups to perform social media tasks
- Social media can be conducted remotely outside of the JIC and EOC
  - Ensure that trained staff have access to usernames and passwords to access official social media accounts
- Brainstorm a list of appropriate topics to tweet about before an event and have a pre-approved list of messages on-hand
  - Use social media during exercises for practice
- Facebook, Twitter, Flickr, and YouTube were used during the response



## Emergency Public Information (EPI) Subcommittee

Twitter engaged the most citizens and the media during response

- Online images provided a lot of citizen and media engagement
- Picasa was used to edit photos before uploading to Flickr

Photoshop or other photo editing tools need to be available in the JIC or EOC

Highlights from Jeff Donaldson's debriefing on Nevada National Security Site's social media communications during its recent wildfires include:

- This was the first time the JIC was activated in 18 months
- Over a dozen press releases were issued
- For each press release, a notice was sent via Facebook which was connected to Twitter
- Employees largely used Facebook for online updates
- Flickr was used to post photos of the fires
- There were high-volume media requests for maps from the JIC
- More than 3,000 social media impressions occurred during the event

Leeanna Allen spoke on radiation communication during CDC's social media response to the Japanese earthquake. She also provided information on upcoming focus groups on health effects of radiation, *Response to a Nuclear Detonation: Messages for the First 72 Hours*. To observe one of these focus groups online, contact [Leeanna.allen@orise.orau.gov](mailto:Leeanna.allen@orise.orau.gov).

### **Social Media Task Group Update**

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Based on an objective identified during the 2011 EPI Subcommittee Annual Meeting, the Subcommittee developed a Social Media Task Group comprised of volunteers to develop policy guidance on EPI social media use within the DOE/NNSA Complex. The Social Media Task Group met via conference call on August 29 and September 12, 2011. The EPI Subcommittee Social Media Task Group reviewed social media resources to glean best practices in social media use during emergency response and in media monitoring efforts. While the resource review provided good examples into training and guidance, there is little information available regarding prescriptive social media implementation into emergency response. Much discussion focused around the appropriate location and authority for disseminating and gathering social media information. The Task Group agreed that social media efforts should be handled on the site level in the JIC unless a large-scale or long-term response is needed wherein Headquarters involvement would be expected.

The Task Group is developing a list of questions related to social media implementation during emergencies and with its recommended answers. In addition, the Task Group is reviewing best



## Emergency Public Information (EPI) Subcommittee

practices for social media monitoring garnered from other Federal agencies in order to develop a suggested process.

The next Social Media Task Group conference call is TBD.

To serve on the task force and to participate in future Social Media Task Group discussions, contact, Holly Hardin ([holly.hardin@orise.orau.gov](mailto:holly.hardin@orise.orau.gov)) or Jim Giusti ([james-r.giusti@srs.gov](mailto:james-r.giusti@srs.gov)).

### **Wrap-up**

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The next EPI Subcommittee quarterly conference call is scheduled for Wednesday, January 11, 2012, 12:30 p.m.-1:30 p.m. EST. The conference call agenda will be sent at a later date.