



Social Media: Reaching Your Community in the Digital Age

IAFSM Annual Conference

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FloodSmart



Presentation Overview

1. Why Social Media?

2. Everyday Use

3. Implementation



Are you FLOODSMART?



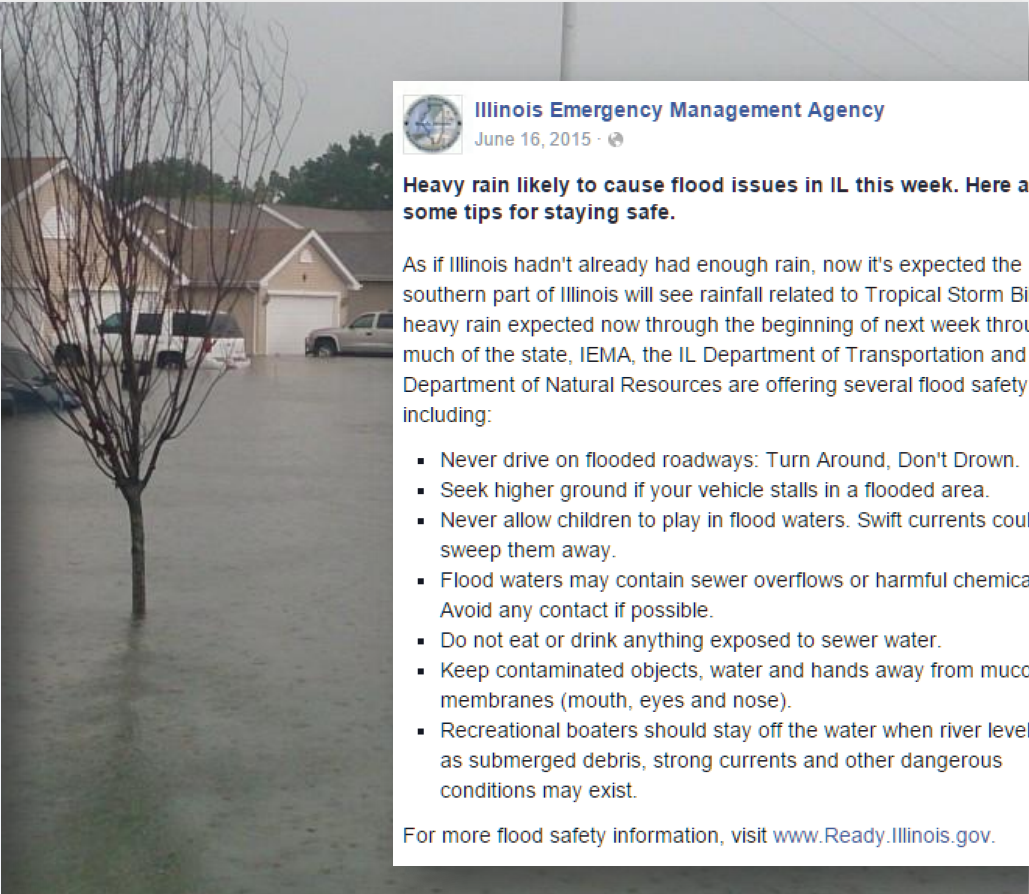
Why Social Media?

#ChicagoFlood

Ready Illinois Retweeted
IDOT @IDOT_Illinois · 17 Jul 2015
The State Emergency Operations Center is working to support local severe weather response efforts. @ReadyIllinois



Ready Illinois Retweeted
Bruce Rauner @GovRauner · 17 Jul 2015
Assessing the storm damage in Delavan. This community is strong and will persevere through this tough time.



Illinois Emergency Management Agency
June 16, 2015 · 🌐

Heavy rain likely to cause flood issues in IL this week. Here are some tips for staying safe.

As if Illinois hadn't already had enough rain, now it's expected the southern part of Illinois will see rainfall related to Tropical Storm Bill! With heavy rain expected now through the beginning of next week throughout much of the state, IEMA, the IL Department of Transportation and the IL Department of Natural Resources are offering several flood safety tips, including:

- Never drive on flooded roadways: Turn Around, Don't Drown.
- Seek higher ground if your vehicle stalls in a flooded area.
- Never allow children to play in flood waters. Swift currents could sweep them away.
- Flood waters may contain sewer overflows or harmful chemicals. Avoid any contact if possible.
- Do not eat or drink anything exposed to sewer water.
- Keep contaminated objects, water and hands away from mucous membranes (mouth, eyes and nose).
- Recreational boaters should stay off the water when river levels rise, as submerged debris, strong currents and other dangerous conditions may exist.

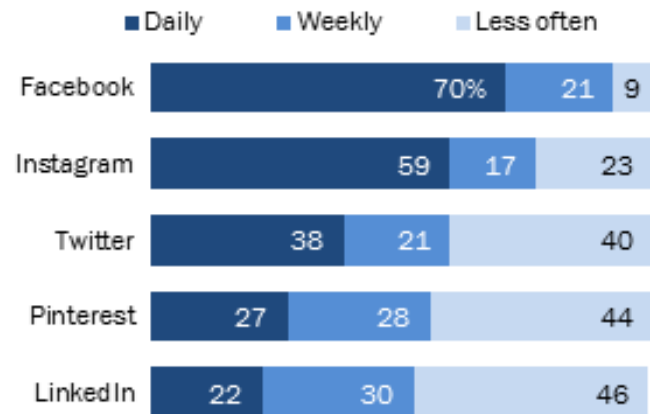
For more flood safety information, visit www.Ready.Illinois.gov.

Who Is Being Social

- 76% are on social media.
- 72% use Facebook.
- 26% use LinkedIn.
- 23% use Twitter.
- More than half use more than one platform.

Facebook and Instagram Users Highly Engaged on Daily Basis

Among the users of each respective site, the % who use that site with the following frequencies (e.g., 70% of Facebook users use the site on a daily basis)



Source: Pew Research Center, March 17-April 12, 2015.

PEW RESEARCH CENTER

Source: pewinternet.org/2015/10/08/social-networking-usage-2005-2015 and pewinternet.org/2015/08/19/mobile-messaging-and-social-media-2015.

How Can Social Media Help?



- **Disseminate information quickly.**
- **Participate in online conversations.**
- **Become a source of information.**
- **Earn CRS credit under Activity 330.**



Everyday Use

Plan It Out

- **Create a plan.**
- **Reach out to staff and create a schedule.**
- **Make a list of approved messages.**
- **Track your performance.**



Facebook and Twitter



- **Used by 71% of online adults.**
- **Use to promote your organization.**



- **Used by 23% of online adults.**
- **Use for quick updates.**

Facebook and Twitter Tips

- Visit FloodSmart.gov/Partners.
- Post consistently, but avoid bulk posting.
- Respond to followers.
- Keep it short and interesting.

Call toll free: 1-888-379-9531 or have us call you

Search FloodSmart.gov

FloodSmart.gov
The official site of the NFIP

HOME

FLOODING & FLOOD RISKS

ABOUT THE NATIONAL FLOOD INSURANCE PROGRAM

RESIDENTIAL COVERAGE

COMMERCIAL COVERAGE

POLICYHOLDER RESOURCES

PREPARATION & RECOVERY

RESOURCES

- > Agent Site
- > Agent Locator
- > Community Rating System
- > Community Resources
- > File Your Claim
- > Frequently Asked Questions
- > Glossary
- > Flood Facts
- > Media Resources
- > Toolkits
- > Email Updates

Community Resources

GET STARTED FLOODING & YOUR COMMUNITY TOOLS & RESOURCES SPREAD THE WORD WEBINARS

SPREAD THE WORD

Help Americans become FloodSmart by sharing these messages about flood risks and flood insurance protection with your social networks.

Twitter Facebook

TWITTER MESSAGES:

Use these messages to spread the word on Twitter. Click on the icons to post messages to your Twitter account.

Note: Tweets can be no more than 140 characters.

Wonder what happens after the winter wonderland? Melting snow can cause serious #flooding. Protect what matters: <http://1.usa.gov/1Y1R5d>

Tweet

Ice jams aren't new songs on the radio—they're a real #flooding threat. Be prepared and stay #FloodSmart: <http://1.usa.gov/1XvRVT>

Tweet

Don't wish away snow too fast—when snow melts quickly, water can #flood your home or business. Learn your risk: <http://1.usa.gov/1O3Ymf>

Tweet

Wildfires increase your #flood risk more than you realize—charred ground can't easily absorb water: <http://1.usa.gov/1yy1bU> #CAFloodPrep

Tweet

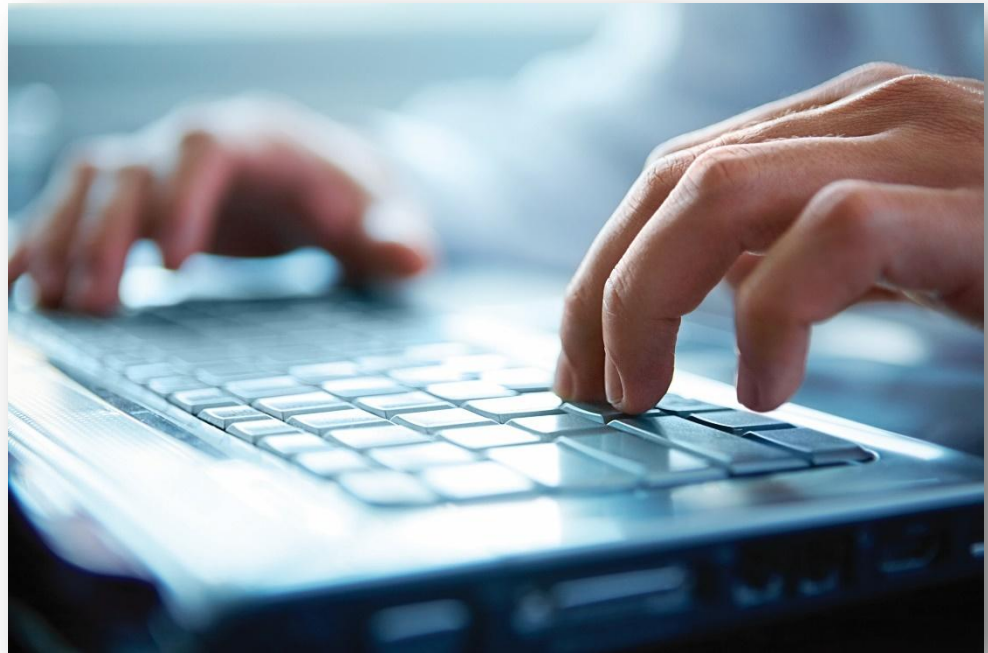
LATEST NEWS

Learn what you can do to keep your family and property safe **before**, **during**, and **after** a flood.

Typically, there's a 30-day waiting period from date of purchase before your policy goes into effect.

Facebook and Twitter Tips

- **Take advantage of increased times of interest.**
- **Use hashtags.**
- **Schedule posts in advance.**
- **Make it personable.**
- **Use links and visual content.**



Infographics



- 90% of information we remember is based on visual impact.
- Infographics easily collect and organize data.
- They're extremely shareable.
- Find this infographic on FloodSmart.gov/Partners.

Shareable Content

FloodSmart.gov
The official site of the NFIP

HOME

- FLOODING & FLOOD RISKS
- ABOUT THE NATIONAL FLOOD INSURANCE PROGRAM
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- COMMERCIAL COVERAGE
- POLICYHOLDER RESOURCES
- PREPARATION & RECOVERY

RESOURCES

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LATEST NEWS

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Community Resources

TOOLS & RESOURCES

FloodSmart offers a range of resource materials, you can use to educate. An can do to protect themselves. Help or make informed decisions by sharing t networks, and other communication c

View All

Interactive Tools & Banners

Cost of Flooding

Flood Risk Scenarios

HOME ABOUT LEVEES LEVEE FAILURE RISK AREAS MAKING A PLAN

HOW LEVEES WORK. AND, HOW THEY CAN FAIL.

This tool can help you learn all about levees – how they work, and more

The Cost Of Flooding Embed This

6 inch flood

	Stereo - etc.	\$150
	Washer/Dryer	\$150
	Accent Furniture & Accessories	\$450
	Loss of Personal Items	\$650

Total Losses \$39,150
2,000 Square Foot Home

See 1,000 Square Feet

FIND AN AGENT

Estimates are for illustrative purposes only and should not be used to estimate any actual flood loss. A flood certified insurance adjuster making a room-by-room item-by-item, detailed estimate of covered flood damage is the only estimating method approved by and acceptable to the National Flood Insurance Program. These estimated costs are based on an average U.S. home of 1,000 and 2,000 square feet, built on a slab and with typical household items. Costs vary from State to State and home to home.

Shareable Content

The screenshot shows the City of Des Plaines website. The header includes the city name and navigation links for City Services, Living in Des Plaines, Government, and Economic Development. A sidebar on the left contains a search bar and a list of links: NWS Des Plaines River Gage, Disaster Assistance, Flood Insurance Rate Map, Flood Rebate Program, Floodplain Construction, Forms, Levee 50 Flood Control Project, Facts about Flood Insurance, Hazard Mitigation Plan, and Repetitive Loss Plan. The main content area is titled "Facts about Flood Insurance" and includes a section for "Insurance Availability" with text about the National Flood Insurance Program (NFIP) and contact information. Below this is a large dark blue graphic with the text "The Cost Of" and "Select a sample" and a button for "1,000 Square Feet".

The screenshot shows the Georgia Flood M.A.P. website. The header includes the logo and text "GEORGIA FLOOD M.A.P. Mapping Assessment & Planning" and "DEPARTMENT OF NATURAL RESOURCES ENVIRONMENTAL PROTECTION DIVISION". A navigation bar contains links for Find Your Flood Risk, Projects, Outreach, Links, Education, Guidance, and Tools. A "Latest News" section features a "NEWS ALERT REMINDER" about eligibility for certain properties. Below this is a large dark blue graphic with the text "The Cost Of Flooding" and "Select a sample home size." with buttons for "1,000 Square Feet" and "2,000 Square Feet". The footer includes contact information for the Georgia Department of Natural Resources.

Other Promotion



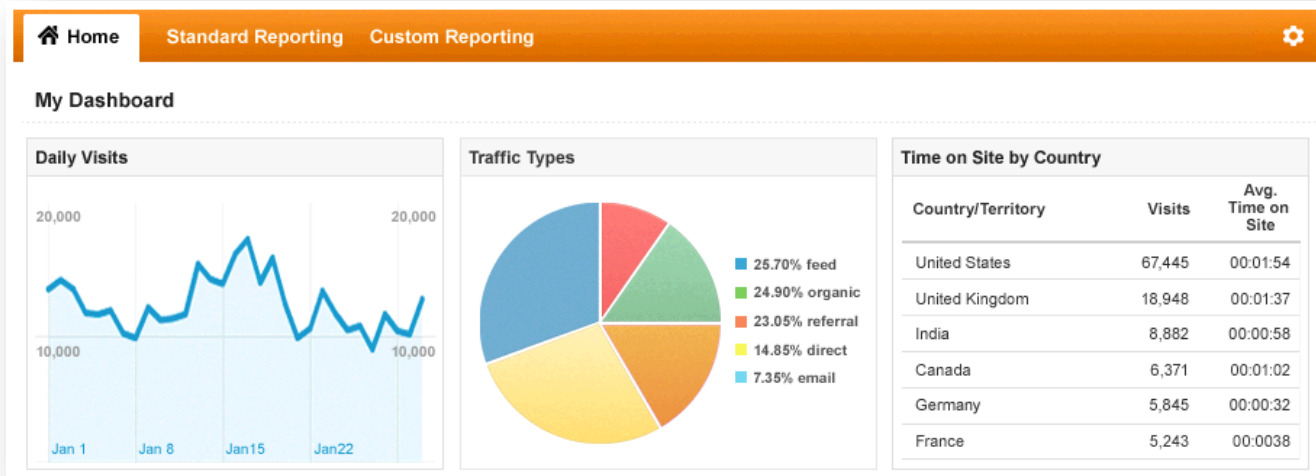
- **Website**
- **Events**
- **Marketing Collateral**
- **Vanity URLs**
- **Email Updates**



Implementation
-Track & Evaluate-

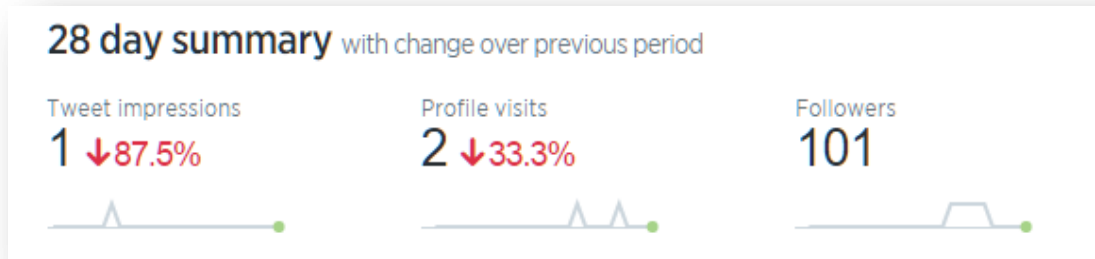
Tracking Performance

- **Monitoring is vital to a campaign's success.**
- **Three metrics to track:**
 - Reach
 - Engagement
 - Acquisition

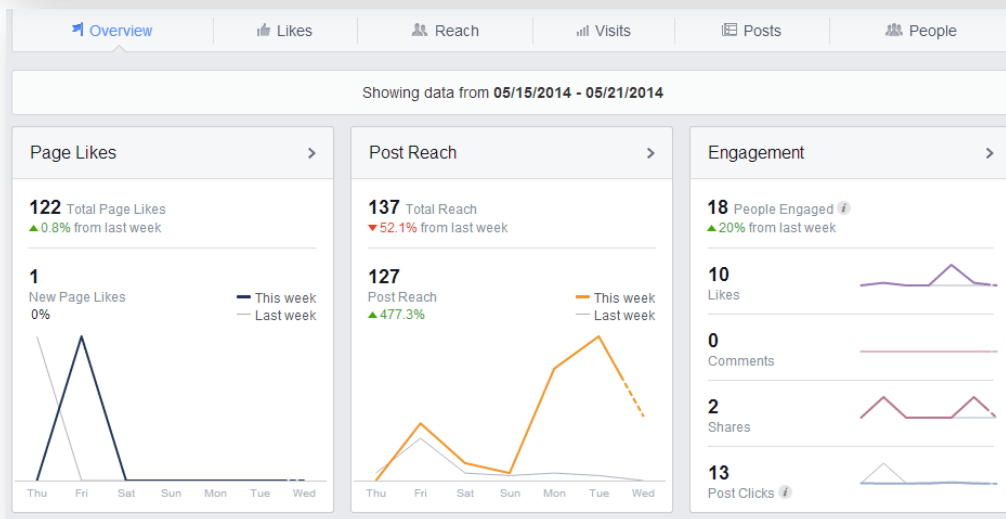


Evaluation

- **Free online tools**



Analytics.Twitter.com



Facebook Insights

- **Evaluate every 3 to 6 months**

Summary

- **Have a plan.**
- **Be mindful about the platforms you are on, and don't stretch yourself too thin.**
- **Make your content as concise, visual, and shareable as possible.**
- **Social media is a two-way conversation.**
- **Have a dedicated person or team.**
- **Regularly monitor the performance of your social media platforms.**

Questions?

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- Consumer Site: FloodSmart.gov
- Agent Site: Agents.FloodSmart.gov
- Social Media Messages: Agents.FloodSmart.gov/Agents/social-media-messages
- Google Analytics: Google.com/analytics
- Facebook Business Resources: Facebook.com/business
- Twitter Business Resources: Business.Twitter.com
- LinkedIn Business Resources: Business.Linkedin.com/me