Social Media: Reaching Your Community in the Digital Age

IAFSM Annual Conference
March 9, 2016
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Presentation Overview

1. Why Social Media?

2. Everyday Use

3. Implementation
Why Social Media?
#ChicagoFlood

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.

Are you FLOODSMART?
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.

How Can Social Media Help?

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

Community Resources

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

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.

Cost of Flooding

- Stereo etc.
- Washer/Dryer
- Accent Furniture & Accessories
- Loss of Personal Items

Total Losses
$39,150
2,000 Square Foot Home
See 1,000 Square Feet

6 inch flood

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.

Are you FLOODSMART?
Shareable Content
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

![Twitter Analytics](Analytics.Twitter.com)

![Facebook Insights](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/A 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