

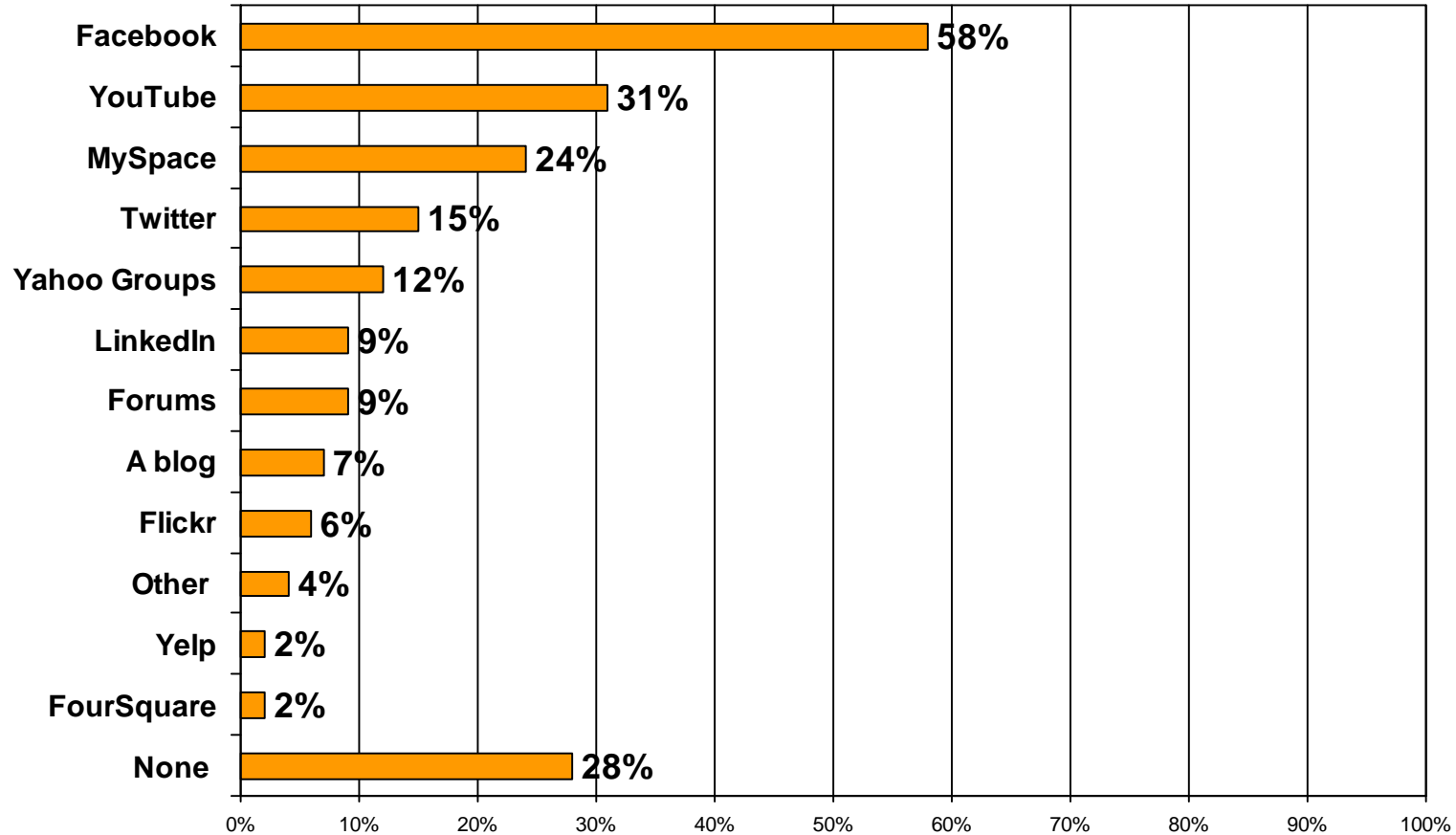
Social Media in Disasters and Emergencies

Online Survey of 1,058 respondents representative of the US population aged 18 and older, conducted by Infogroup | ORC on July 22-23, 2010. Respondents for this survey were selected from among those who have volunteered to participate in online surveys and polls. The data have been weighted to reflect the demographic composition of the 18+ population. Because the sample is based on those who initially self-selected for participation, no estimates of sampling error can be calculated.

Report Date: August 5, 2010

Nearly 3 in 4 participate in at least one online community or social network.

Facebook is by far the most popular social media channel.



Which of the following online communities or social networks do you participate in?



Variations in use of online communities and social networks

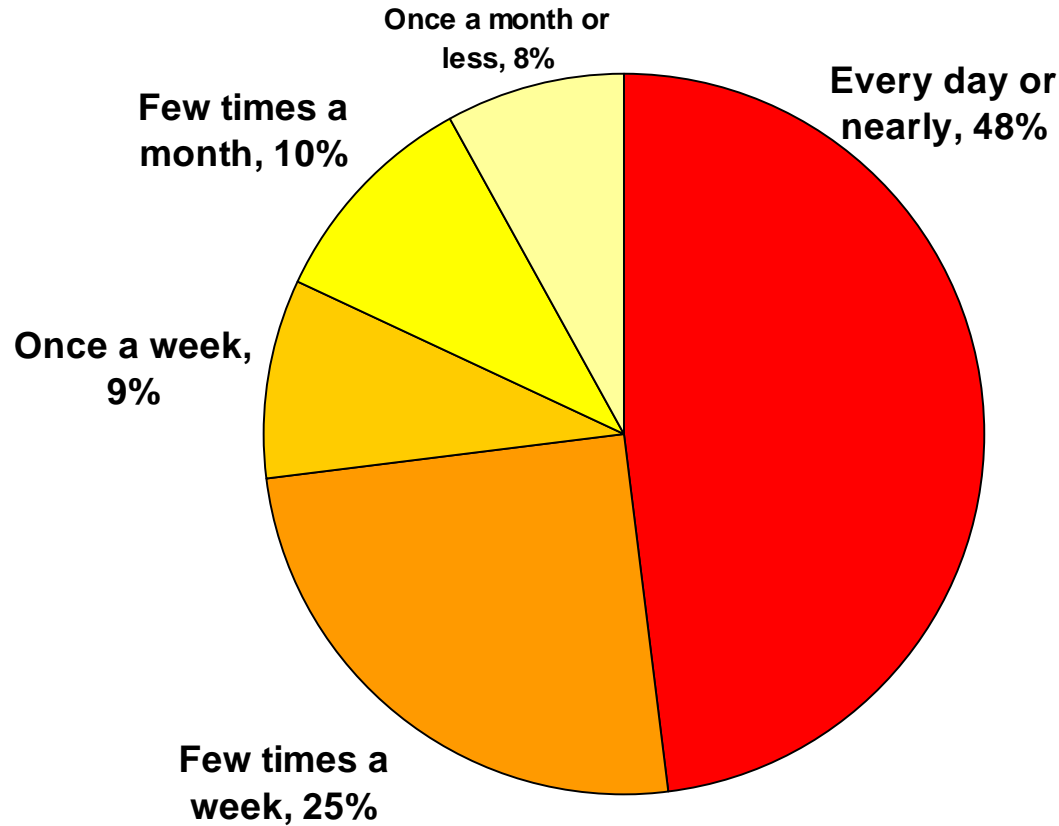
- Respondents with children in the household are more likely to use social media (81 percent vs. 67 percent for those without children in the household).
- College graduates are more likely to use social media (78 percent vs. 67 percent for those with some college or less).
- 89% of respondents aged 18-34 use online communities or social networks compared to 65% of those aged 35 and older.

Which of the following online communities or social networks do you participate in?



The majority (82 percent) participates in social media at least once a week, with nearly half participating every day or nearly every day.

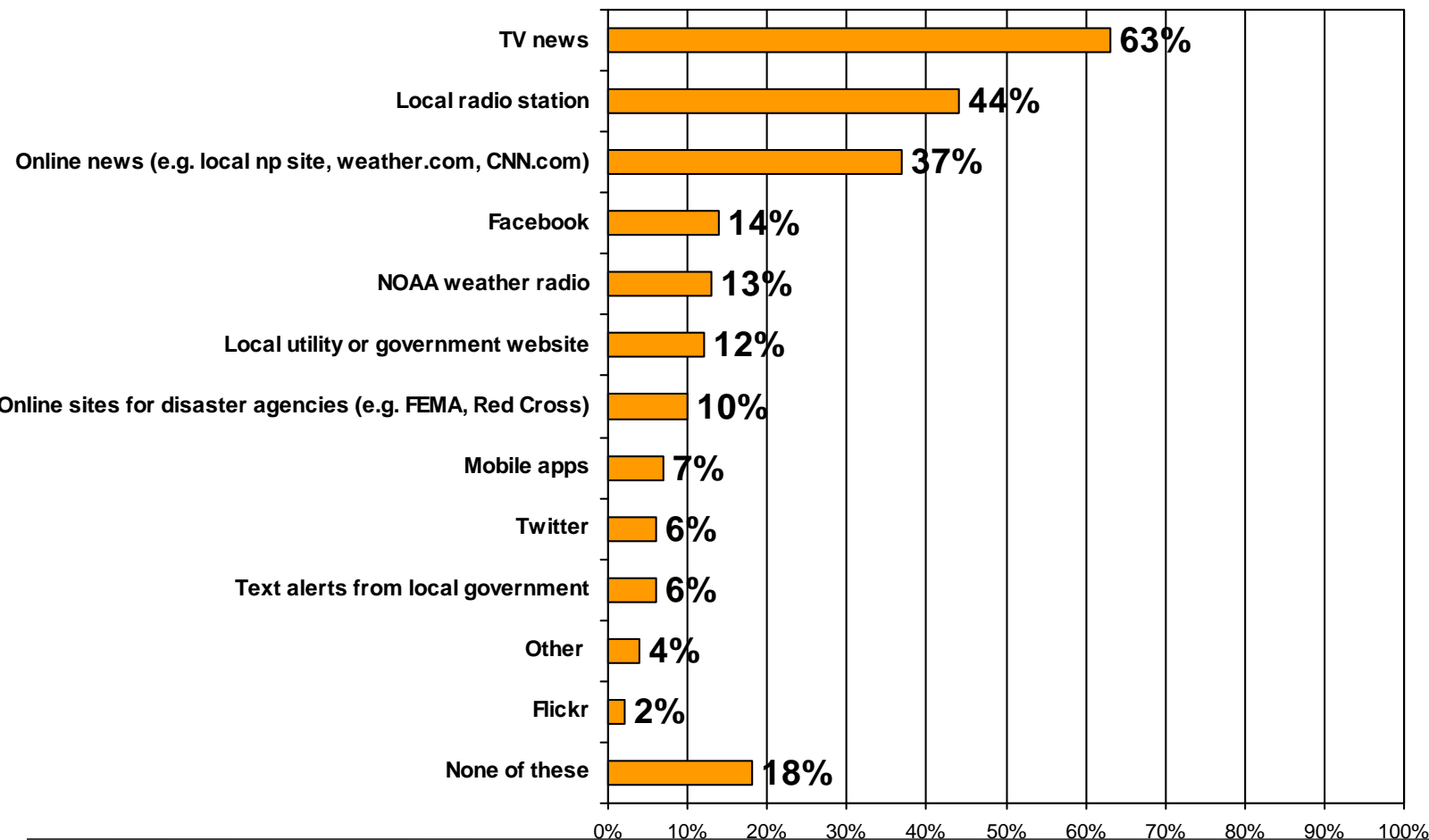
Base is 72% who participate in any online communities or social networks



How often do you participate in these online communities or social networks?



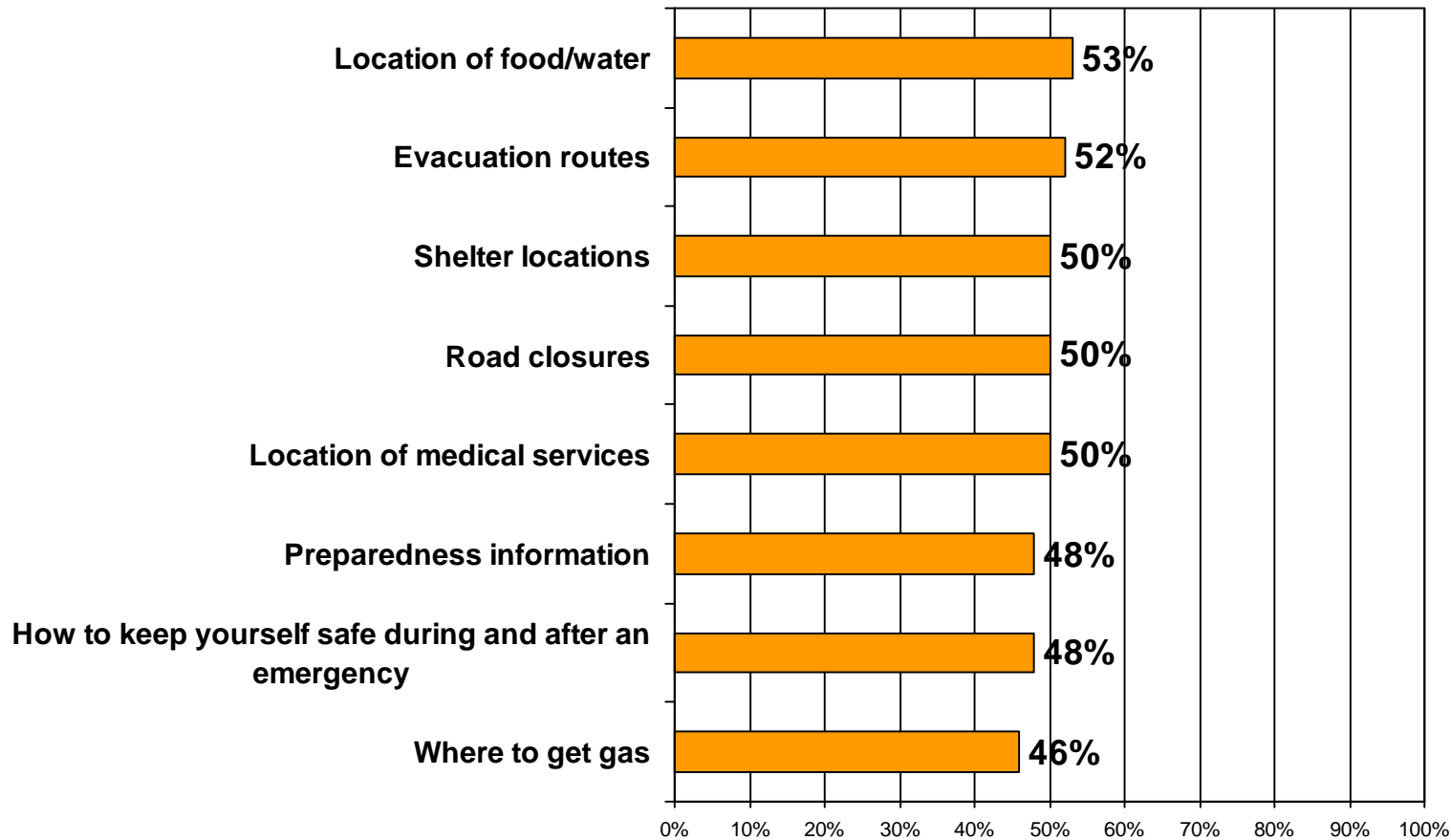
One in six (16%) have used social media to get information about an emergency



Which of the following communication channels have you ever used to get information about an emergency such as a power outage, severe weather, flash flood, hurricane, earthquake, or tornado?



About half of respondents would sign up for emails, text alerts, or applications to receive any of the emergency information.

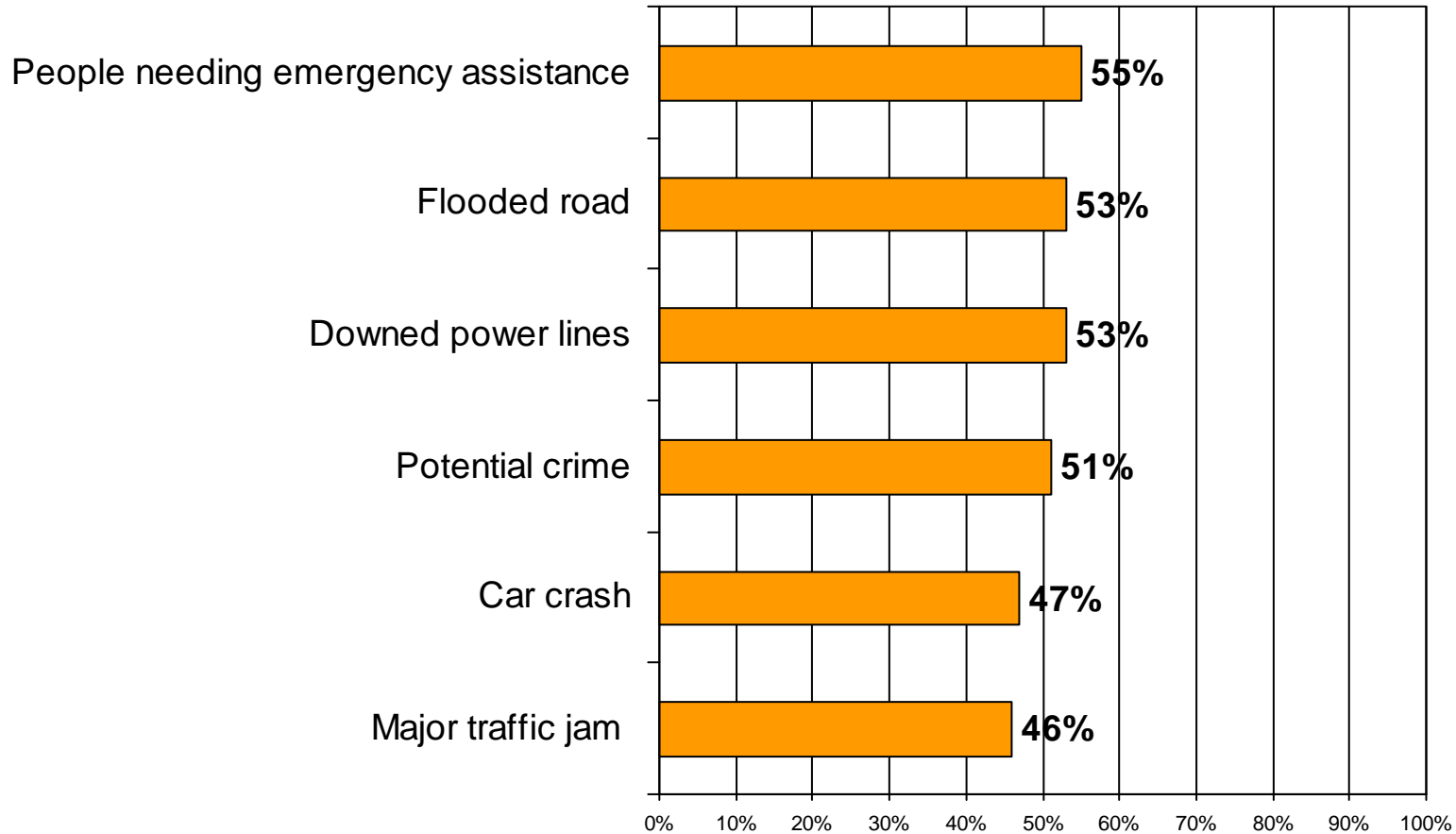


How likely would you be to sign up for emails, text alerts, or applications that provided you with the following information in an emergency? Percentages indicate those who probably or definitely would.



About half of respondents would mention any of the emergencies or events on their social media channels.

Base is the 72% who use at least one social media channel (online community or social network).

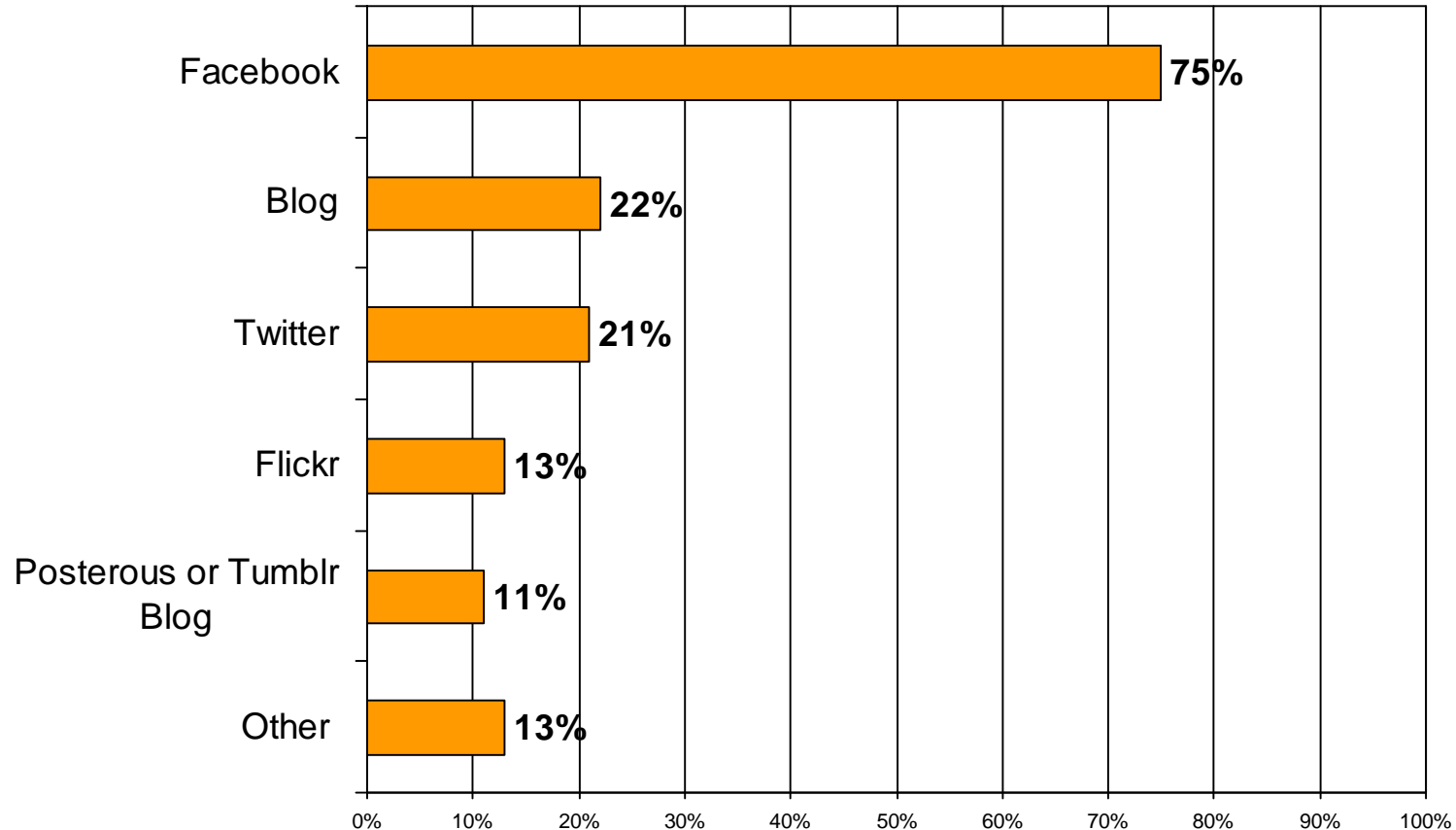


If you came across the following emergencies or newsworthy events, how likely would you be to mention them on your social media channels? Percentages indicate those who probably or definitely would.



Facebook was the most commonly used channel for posting eyewitness information on an emergency or newsworthy event.

18% of those who use social media channels have posted information or photos about an emergency or newsworthy event to a social media site.



Have you ever experienced an emergency or witnessed a newsworthy event and posted information or photos about that event to a social media site? On which sites did you post this event? (Select as many as apply.)



If 911 was busy, what would they do?

(All respondents)

Who would they try to reach?

- Police - 39%
- Fire department – 19%
- Family, friends or neighbors – 16%
- Hospital-10%

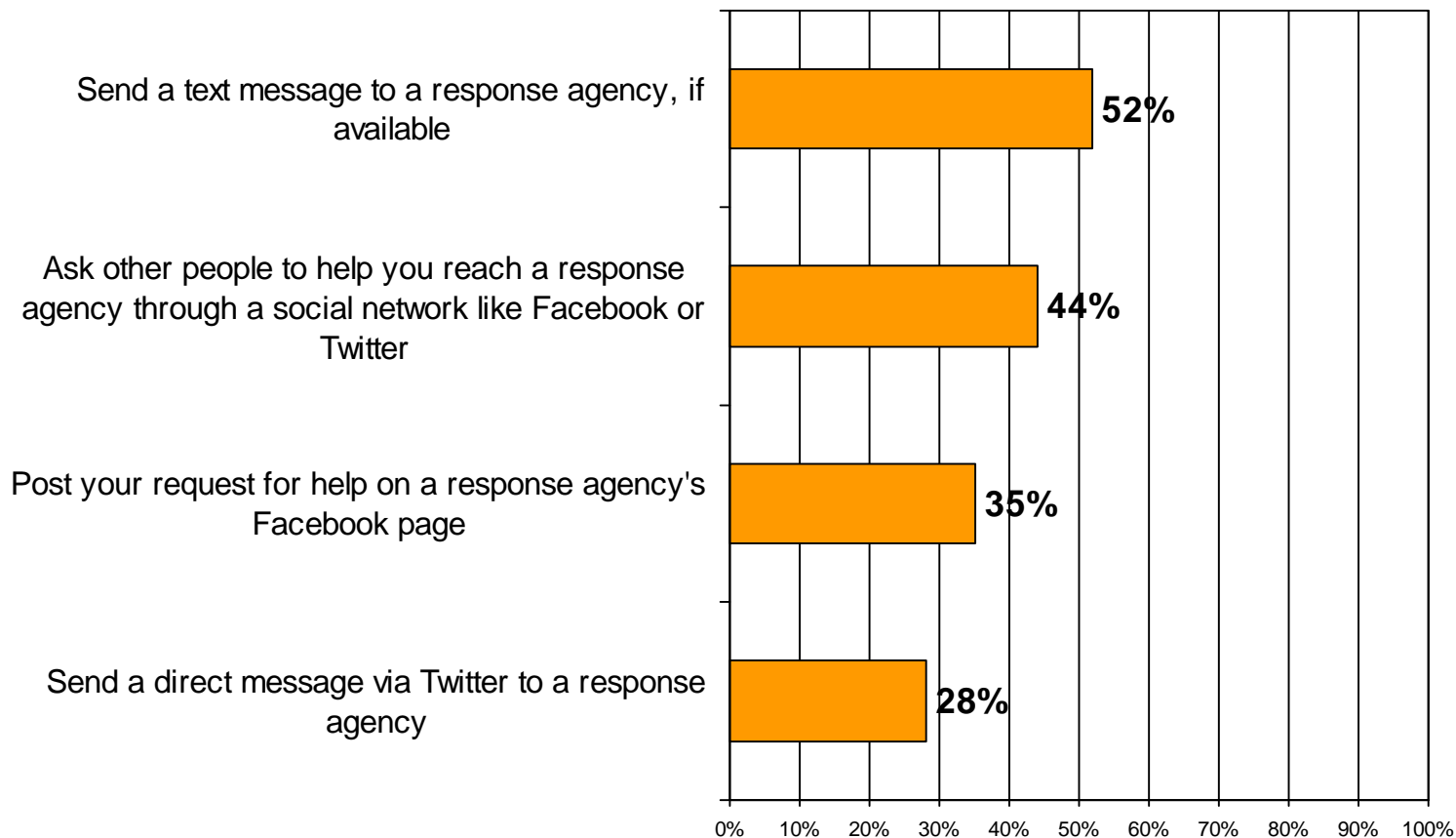
How?

- Phone or cell phone – 42%
- Digital media – 18%
- Walk or drive – 16%
- Text message – 4%

Imagine that someone you knew needed urgent help in an area-wide emergency. You have repeatedly dialed 911 and gotten a busy signal. How else would you try to contact emergency responders? Whom would you try to contact and how? (Open-ended)



More than half would send a text message to an available response agency if someone they knew needed help.

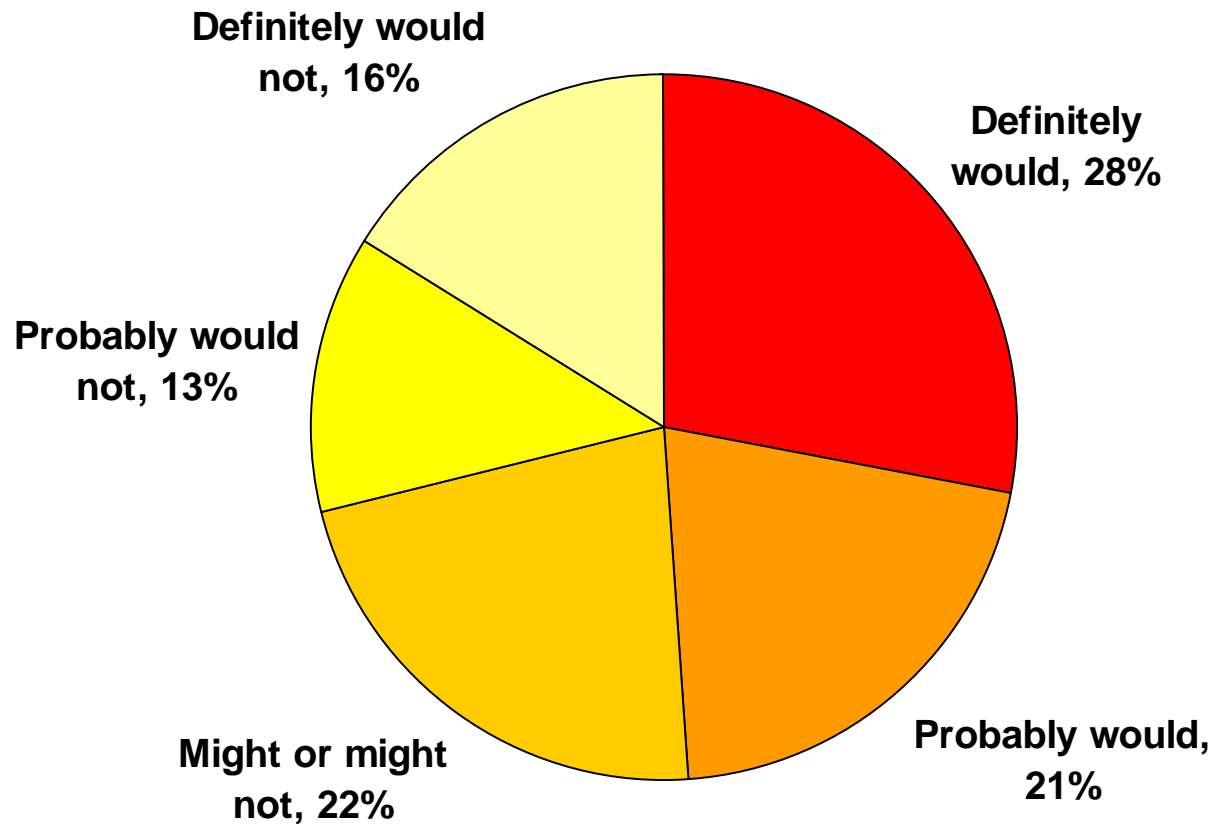


If someone you knew needed urgent help in an area-wide emergency, would you try to request help in any of the following ways? (Percent indicates those who definitely or probably would.)





During an emergency, nearly half would use social media to let loved ones know they are safe.

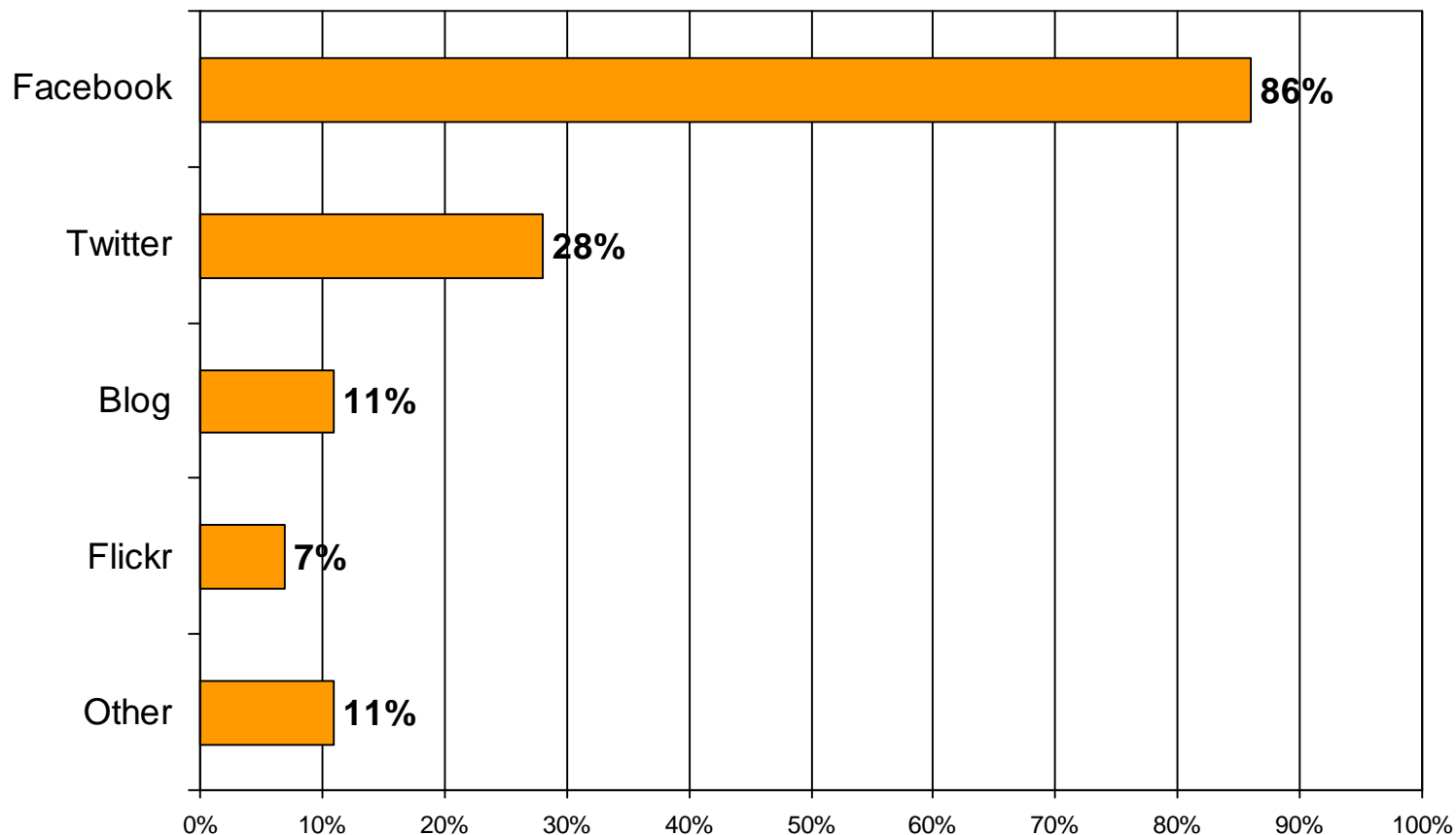


In an area-wide emergency, how likely would you be to use social media channels to let your friends and family know you are safe?



The vast majority would use Facebook to post information about their safety.

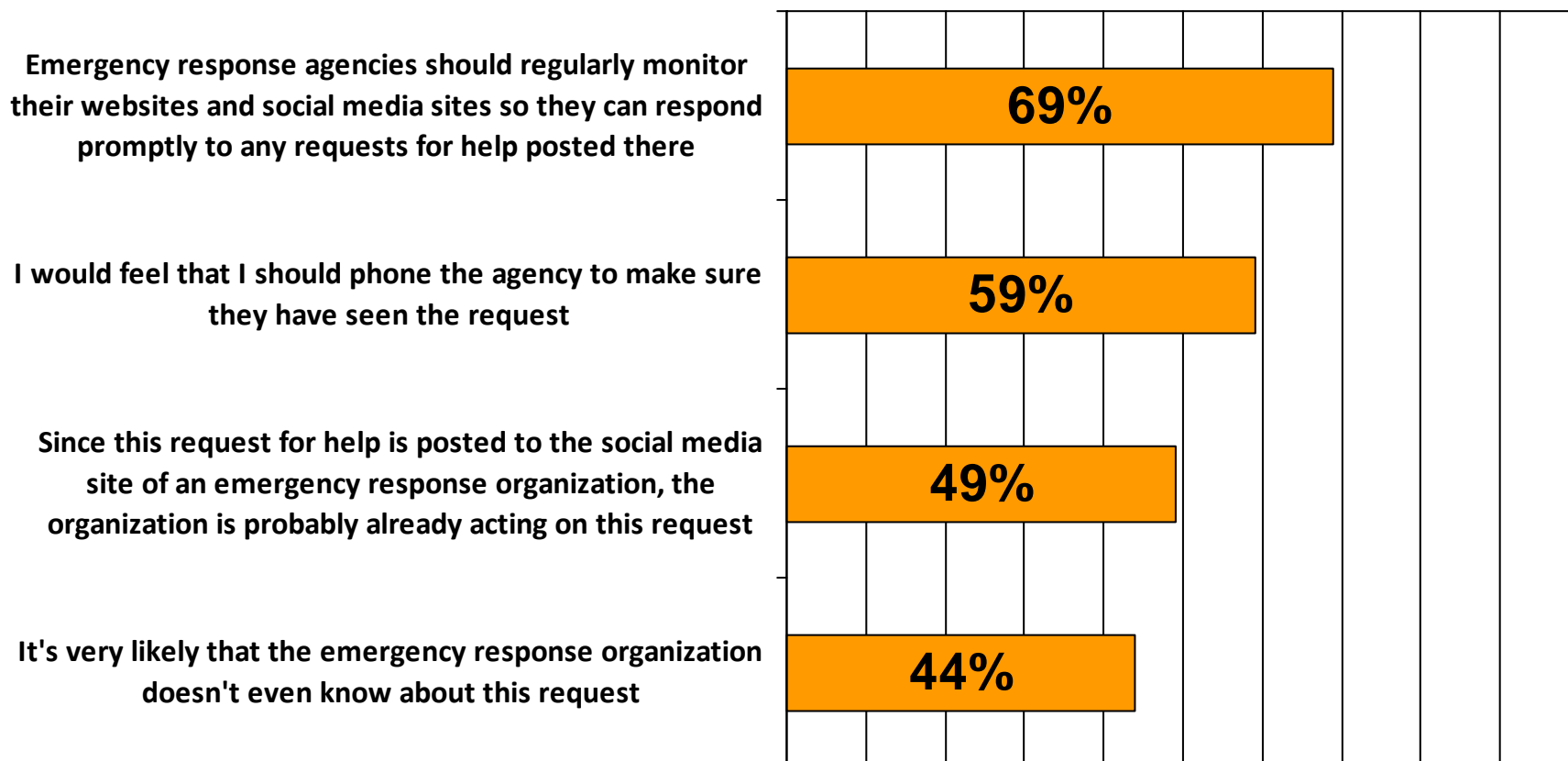
Base is the 49% of those who would use social media channels in an emergency to let friends/family know they were safe.



Which sites would you use?



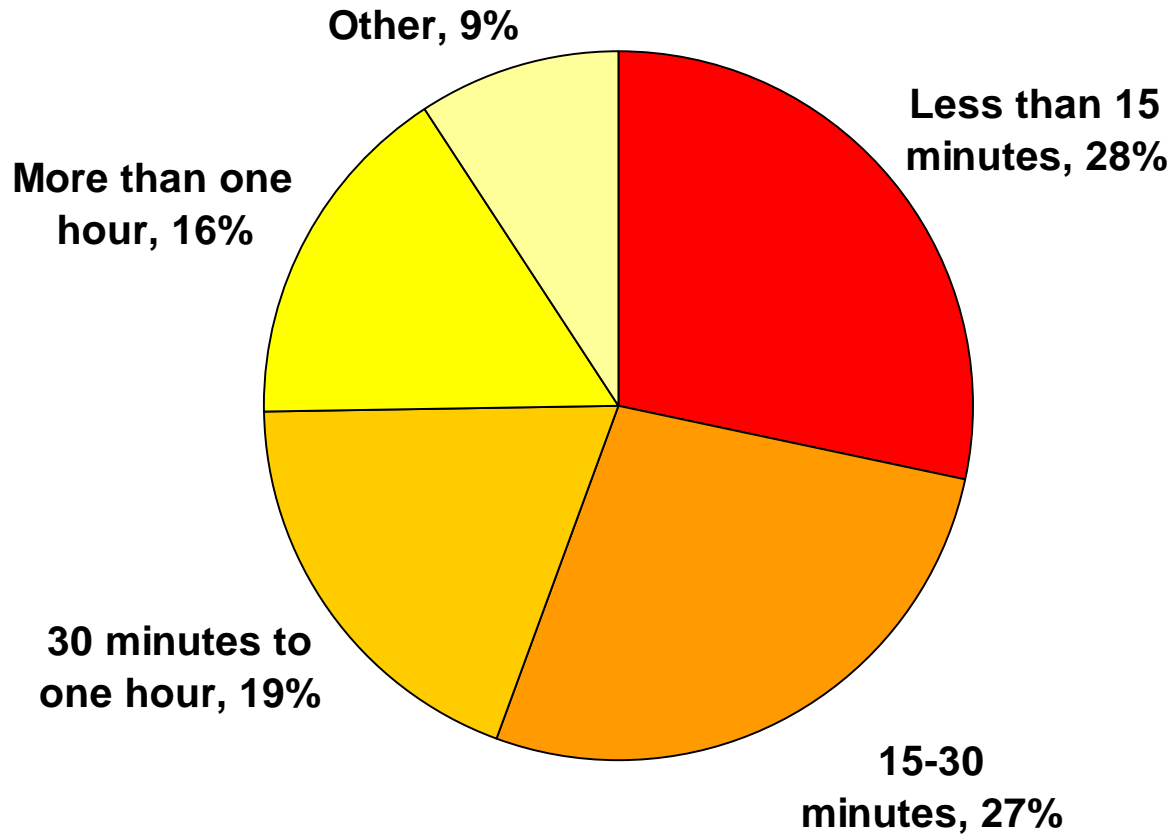
More than two-thirds agree that response agencies should regularly monitor and respond to postings on their websites.



Imagine that you are on a social media site for an emergency response organization such as FEMA or the American Red Cross and you see a recent post that includes an urgent request for help. To what extent do you agree or disagree with the following statements? (Percentages indicate Strongly Agree and Agree)



Three out of four would expect help to arrive within an hour



If you posted a request for help to a social media website, how long do you think it should reasonably take for help to arrive?



Younger respondents (18-34) make more use of social media

	Aged 18-34	Aged 35 and over
Participate in at least one online community or social network	89%	65%
Have used social media to get information about an emergency	33%	9%
Have used TV news to get information in an emergency	53%	68%

Younger respondents are more likely to mention emergencies on social media

Probably or definitely would mention emergencies on your social media channels	Aged 18-34	Aged 35 and Over
Car crash	57%	41%
Major traffic jam	55%	41%
Downed power lines	57%	50%
Flooded road	62%	49%
People needing emergency assistance	62%	50%
Potential crime	56%	47%

Younger people are more likely to request help through social media or text messaging

Would use following ways to request urgent help for someone they knew in an area-wide emergency	Aged 18-34	Aged 35 and Over
Send a direct message via Twitter to a response agency	44%	23%
Post your request for help on a response agency's Facebook page	49%	29%
Send a text message to a response agency, if available	66%	46%
Ask other people to help you reach a response agency through a social network like Facebook or Twitter	55%	39%

Younger respondents expect a faster response from social media requests for help

Agree or Strongly Agree with Following Statements	Aged 18-34	Aged 35 and Over
Since this request for help is posted to the social media site of an emergency response organization, the organization is probably already acting on this request	57%	45%
It's very likely that the emergency response organization doesn't even know about this request	52%	41%
Emergency response agencies should regularly monitor their websites and social media sites so they can respond promptly to any requests for help posted there	74%	66%
Think it should take an hour or less for help to arrive if they post a request on a social media website	85%	70%

In some areas, older and young respondents agree

- 18% would try to use digital media to ask for help in an emergency if they could not reach 911
- 4% would use text messaging to ask for help in an emergency if they could not reach 911