



CDEM Resilience Fund project application form

Application for CDEM Resilience Collaborative fund approval	
Project title	Social media in an emergency – developing a Best Practice Guide.
Date of application	28 February 2011
Details on application	
Lead local authority	Greater Wellington (CDEM Group Office)
CDEM Group	Wellington Region CDEM Group
Other local authorities or Groups supporting the proposal	Wellington City Council, Porirua City Council, Kapiti Coast District Council, Hutt City Council, Upper Hutt City Council, South Wairarapa District Council, Carterton District Council and Masterton District Council.
Project description	
<p>Executive summary [200 words maximum description.]</p> <p>Social media and social networking are rapidly growing forms of communication that present an opportunity for emergency managers in the areas of information sharing and gathering in emergency events. In practice this technology is being used by CDEM groups both overseas and in New Zealand, however, no guide exists to ensure this resource is used consistently and to its full potential. This project will use literature reviews and workshops involving key stakeholders and social media experts to address potential issues in the use of social media and develop guidelines for CDEM practitioners to harness and evaluate this resource in New Zealand.</p> <p>Ultimately this project will contribute to increasing community resilience as the guide will enable the CDEM sector to <i>effectively</i> use social media to engage the community and allow timely two-way information sharing during an emergency. In addition the information gathered will create a more flexible CDEM response which can be more tailored to meet the communities' needs (as determined <i>by</i> the community).</p>	
<p>Problem/opportunity [200 words maximum description.]</p> <p>Access to timely, accurate and consistent information is a key element in emergency events (Leadbeater, 2010). As the use of social networking sites and social media is becoming increasingly popular, the wide reach and appeal of this medium therefore presents an opportunity for emergency management. As NGIS Australia (2009) highlight, social media can be used to improve crisis management through both:</p> <ul style="list-style-type: none"> • improving information gathering e.g. through using such sites to request specific, required information from volunteers and citizens in inaccessible areas • improving information sharing e.g. improving the efficiency of information sharing by reaching larger groups of people instantly <p>CDEM groups around the world are already using this technology; in the current Queensland floods the Brisbane City Council's Facebook page (http://www.facebook.com/BrisbaneCityCouncil) has been used extensively, both by those</p>	

affected and by those offering aid and assistance. However, as well as a great opportunity, the use of social media during disasters presents a challenge for emergency managers as effective and consistent use of these sites is critical to their success. Such issues include:

- **how to determine** the best media to use
- **how to manage** the time commitment involved
- **how to measure** the success of different media initiatives

Reference:

Leadbeater, A. (2010). Speaking as one: The joint provision of public information in emergencies. *The Australian Journal of Emergency Management*, 25(3), pp. 22-30.

NGIS Australia. (2009). *Social media helping emergency management: Final report*. Retrieved January 11, 2011 from <http://gov2.net.au/files/2009/12/Project-14-Final-Report.doc>.

Alignment with identified goals and objectives [200 words maximum description.]

The table below identifies how this project aligns with both the National CDEM Strategy goals and objectives, and the Wellington CDEM Group's goals and objectives:

National CDEM Strategy goals and objectives	Group's goals and objectives
<p>Goal 1: To increase community awareness, understanding and participation in CDEM.</p> <p><i>Objective 1C: Improving community participation in CDEM.</i></p>	<p>Goal 4: The community and emergency management agencies will be able to respond to, and recover from, emergency events effectively.</p> <p><i>Response Objective 2: Ensure the public receives timely, relevant and consistent information during and after emergency event.</i></p>
<p>Goal 3: Enhancing New Zealand's capability to manage emergencies.</p> <p><i>Objective 3B: Enhancing the ability of CDEM Groups to prepare for and manage civil defence emergencies.</i></p>	

Alignment with the National Strategy's goals and objectives:

(Objective 1C) Utilising social media in an emergency allows for two way communication, both from the sector out to the community but also from the community to the CDEM response agencies. This *improves the communities' participation in CDEM.*

(Objective 3B) With the public providing information directly to CDEM response agencies this allows for the response to be tailored to suit each individual communities needs. This *enhances the ability of CDEM Groups to manage emergencies.*

Alignment with the Group's goals and objectives:

(Response objective 2) Social media add another tool for getting information out to the public during an event. This adds to the CDEM Groups ability to *ensure the public receives timely, relevant and consistent information during an emergency.*

Dissemination of benefits to sector [200 words maximum description.]

The final output from this research will be the creation of a best practice guide for all **CDEM groups** for the use of social media in an emergency. Consistent and effective use of social media during crises will improve information gathering and sharing, therefore improving management and outcomes in such events. This guide will address the problems raised during the evaluation of overseas literature and experience and discussions with social media experts and emergency management practitioners in New Zealand. The guide will include elements for both the development of policy and examples of effective social media initiatives. It will also provide a framework for evaluating the success of these initiatives.

Project design

Project manager	To be determined by Emergency Management Officers Committee upon approval. Will come from the project members
Other project members	Jess Hare (Greater Wellington), Kathryn Nankivell (Hutt/Upper Hutt City Council), Vince Cholewa or Adrian Prowse (MCDEM), Kerry McSaveny (Porirua City Council), Communications team member (Wellington City Council).
External providers/contractors	Opus International Consultants.

Deliverables

Milestone	Date for completion	Cost
Initial literature review	2 December 2011	\$13,000
Stakeholder and social media experts workshop (results)	2 December 2011	\$9,000
Draft best practice guide available for review	18 March 2012	\$10,000
Workshop with stakeholders and experts to review draft guide	30 April 2012	\$3,000
Final best practice reports and final literature review complete.	30 June 2012	\$10,000
Hard copies available	14 July 2012	\$2,000

Identified risks

Risk	Suggested management
Social media is constantly evolving and therefore the guide may be out of date once completed.	Ensure that social media literature is being monitored <i>throughout the life of the project</i> . Any new ideas and information will need to be considered by the working group and incorporated as necessary.
The stakeholder and social media experts are unable to come to a consensus regarding best	This will need to be managed throughout the workshops and review of the draft best practice guide as the need arises. Opus Consultants have significant

practices.	experience facilitating workshops and will implement the appropriate management tools, to encourage further discussion and consultation.
Funding request and use	
CDEM resilience fund contribution	\$45,000 (cost of Opus International Consultants)
Local authority contribution	\$2,000 (cost of printing the guide)
Other sources of funding	NIL
Expenditure <i>[Please supply details]</i>	\$47,000
Opus International Consultants	\$45,000
Printing of guide	\$2,000
Application confirmation	
Approval of Chief Executive	N/A - Group project
CDEM Group comment	
Comment	See problem / opportunity section & alignment with goals
Approval of Coordinating Executive Group Chair	