

# **Social Media Enhancing Situational Awareness**

Donna Kain

East Carolina University

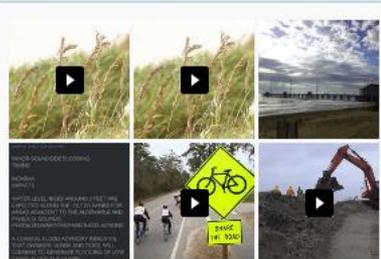
# Twitter

- Share 140 character messages
- Use Hashtags
- Use @
- Create custom lists

- Tweets >
- Following >
- Followers >
- Favorites >
- Lists >

Tweet to Dare County EM

@DareCoEM



View all photos and videos >

Who to follow · Refresh · View all

- WNCT** @wnct9  
Follow
- FEMA Region 2** @femaregion2  
Follow
- Michael E. Campana** @WaterWir...  
Follow

### Dare County EM

@DareCoEM

Dare County Emergency Management - This site is not intended for service requests and is not monitored by emergency services. Call 911 for emergencies.  
Dare County, NC · darenc.com

308 TWEETS    27 FOLLOWING    1,541 FOLLOWERS    **Following**

Tweets

- Dare County EM** @DareCoEM    19 May  
 Today starts EMS week. Thanks to all for the great work you do.  
 Expand
- Dare County EM** @DareCoEM    15 May  
 #OBX Residents w/special needs register with Social Services. They will provide assistance if evacuation is called.  
[darenc.com/emgygmt/huri2...](http://darenc.com/emgygmt/huri2...)  
 Expand
- Dare County EM** @DareCoEM    14 May  
 Maintenance Crews will be working at Alligator River Bridge tonight from 8 pm- 2 am. 10-30 minute traffic delays possible #OBX  
 Expand
- Dare County EM** @DareCoEM    13 May



# With a dashboard tools, you can:

- Set up and follow multiple social media on one screen
- Monitor specific people, groups, and keywords
- Schedule messages
- Manage messages on multiple platforms and apps
- Use desktops and mobile tools

**Timeline** @d\_j\_kain

**Earthquakes Tsunamis** @... 5m  
4.6 earthquake, Reykjanes Ridge. Jun 26 04:44 at epicenter (15m ago, depth 10km). j.mp/17BFZGs

**Hurricane Channel** @Hurr... 9m  
NHC Marine Weather Discussion dlvr.it/3ZD8Zl

Washington Post retweeted  
**sayed salahuddin** @saye... 57m  
the taliban say have postponed planned meeting with u.s. officials in qatar, no reason given

**Earthquakes Tsunamis** @... 57m  
5.3 earthquake, 269km NW of Mohean, India. Jun 26 11:48 at epicenter (19m ago, depth 32km). j.mp/17BBzzy

**Hurricane Channel** @Hurr... 1h  
Perspectivas de Las Condiciones Del Tiempo en el Trópico dlvr.it/3ZCcVT

**Hurricane Channel** @Hurr... 1h  
Atlantic Tropical Weather Outlook dlvr.it/3ZCbKW

**HootSuite** @hootsuite 1h  
"Follow your heart." It might seem cliché, but it brought this man to space: ow.ly/mlAAE

**EMS** @d\_j\_kain

**Hurricane Channel** @Hurr... 9m  
NHC Marine Weather Discussion dlvr.it/3ZD8Zl

**Hurricane Channel** @Hurr... 1h  
Perspectivas de Las Condiciones Del Tiempo en el Trópico dlvr.it/3ZCcVT

**Hurricane Channel** @Hurr... 1h  
Atlantic Tropical Weather Outlook dlvr.it/3ZCbKW

**Hurricane Channel** @Hurr... 1h  
Eastern Pacific Tropical Weather Outlook dlvr.it/3ZCW8m

**Jim Cantore** @JimCantore 2h  
Thanks @DryCaseRD MT @RachaelRayShow: How can you keep your cell phone dry in a storm? @JimCantore shares his secret: bit.ly/13nJQB4

**The Weather Channel** @TWCBreak... 3h  
Tornado Warning for Clay and Wilkin Counties in MN until 11:45 PM CDT weather.com/weather/alerts...

**The Weather Channel** @w... 3h  
Tornado Warning for Clay and Wilkin Counties in MN until 11:45 PM CDT weather.com/weather/alerts...

**Tweets** @DareCoEM

**Dare County EM** @DareCo... 16h  
NWS HAS POSTED A HIGH RIP CURRENT THREAT FOR TUESDAY FROM BUXTON TO HATTERAS INLET...

**Dare County EM** @DareCoEM 1d  
An accident on the Washington Baum Bridge has closed both westbound lanes. #OBX Expect wait time to be at least one hour #bepatient

**Dare County EM** @DareCoEM 2d  
NWS has issued a HIGH threat of rip currents for Sunday for all OBX beaches. Please follow directions of lifeguards.

**Dare County EM** @DareCoEM 3d  
NWS has indicated a HIGH threat of rip currents for Saturday from Cape Lookout north thru Duck. Please listen to lifeguards.

**Dare County EM** @DareCoEM 4d  
NWS has issued a HIGH rip current threat for OBX from Buxton north thru Duck. Please follow instructions of lifeguards.

**Dare County EM** @DareCoEM 7d  
Accident in northbound lanes of the bypass across from #obx mall. traffic being rerouted to beach road

Search: "@DareCoEM" @d\_...

Elizabeth Bynum retweeted  
**Derek Rowles** @DerekRow... 16h  
Heads up OBXers -- RT @DareCoEM: NWS HAS POSTED A HIGH RIP CURRENT THREAT FOR TUESDAY FROM BUXTON TO HATTERAS INLET...

Blaine Stewart retweeted  
**Dare County EM** @DareCo... 16h  
NWS HAS POSTED A HIGH RIP CURRENT THREAT FOR TUESDAY FROM BUXTON TO HATTERAS INLET...

Audra Hunter retweeted  
**Dare County EM** @DareCoEM 1d  
An accident on the Washington Baum Bridge has closed both westbound lanes. #OBX Expect wait time to be at least one hour #bepatient

**Town of Nags Head** @Tow... 1d  
RT @DareCoEM: Accident on

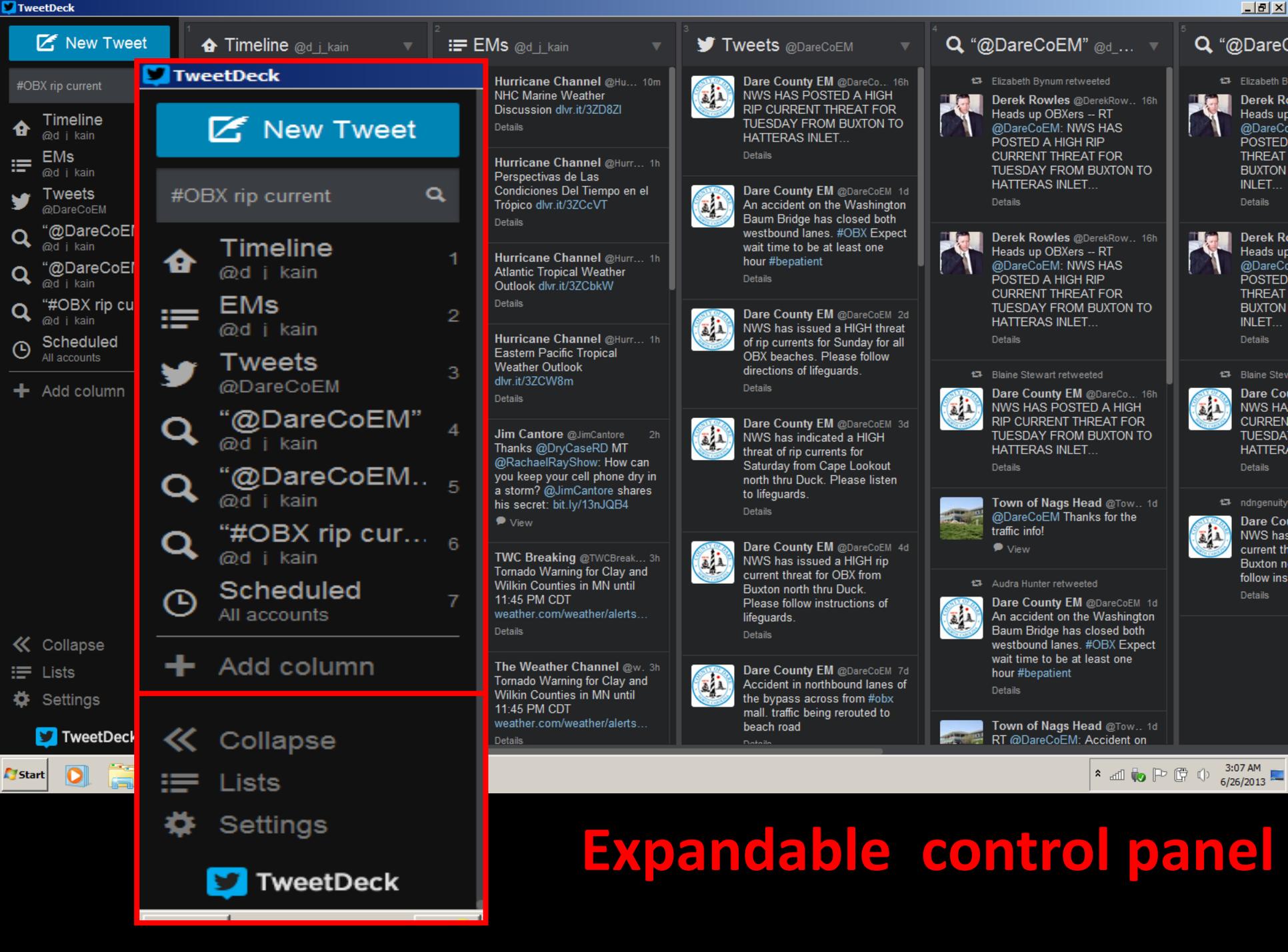
Search: "@DareCoEM rip c..."

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**Dare County EM** @DareCoEM 16h  
NWS HAS POSTED A HIGH RIP CURRENT THREAT FOR TUESDAY FROM BUXTON TO HATTERAS INLET...

ndngenuity retweeted  
**Dare County EM** @DareCoEM 4d  
NWS has issued a HIGH rip current threat for OBX from Buxton north thru Duck. Please follow instructions of lifeguards.





**TweetDeck**

**New Tweet**

#OBX rip current

- Timeline @d j kain 1
- EMs @d j kain 2
- Tweets @DareCoEM 3
- "@DareCoEM" @d j kain 4
- "@DareCoEM.." @d j kain 5
- "#OBX rip cur..." @d j kain 6
- Scheduled All accounts 7

+ Add column

« Collapse

≡ Lists

⚙ Settings

**TweetDeck**

**Expandable control panel**

The image shows the TweetDeck application interface. On the left, a vertical sidebar contains navigation icons: a home icon, a magnifying glass, a list icon, a Twitter bird, another magnifying glass, a third magnifying glass, a clock, a plus sign (circled in red), and another Twitter bird. The main area displays a grid of columns. The first column is titled 'Timeline @d\_j\_kain' and contains tweets from 'Earthquakes Tsunamis', 'Hurricane Channel', and 'HootSuite'. The second column is titled 'EMs @d\_j\_kain' and contains tweets from 'Hurricane Channel' and 'The Weather Channel'. The third column is titled 'Tweets @DareCoEM' and contains tweets from 'Dare County EM' and 'Dare County EM'. The fourth and fifth columns are search results for '@DareCoEM'. A white modal window titled 'Add Column' is overlaid on the center, showing a grid of icons for different column types: Timeline, Interactions, Mentions, Followers, Messages, Search, Lists, Tweets, Favorites, Trends, Activity, Me, and Inbox. A red arrow points from the plus sign in the sidebar to the 'Search' icon in the modal.

The screenshot shows the TweetDeck interface with several columns of tweets. Red arrows point from labels below to specific tweets in the following columns:

- Timeline:** Points to a tweet from HootSuite (@hootsuite) about a man who brought a dog to work.
- List:** Points to a tweet from The Weather Channel (@w...) about a tornado warning in Minnesota.
- From @:** Points to a tweet from Dare County EM (@DareCoEM) about an accident on the Washington Baum Bridge.
- Includes @:** Points to a tweet from Blaine Stewart (@blainestewart) retweeting Dare County EM.
- Includes @ and key term:** Points to a tweet from Derek Rowles (@DerekRowles) about a high rip current threat.
- Includes # and key term:** Points to a tweet from Sam Walker (@SamWalkerO...) about a rough day on OBX beaches.

Timeline

List

From @

Includes @

Includes @  
and key term

Includes #  
and key term

**TweetDeck**

3 Tweets @DareCoEM

4 “@DareCoEM” @d\_...

5 “@DareCoEM rip c..”

6 “#OBX rip current”...

7 Scheduled All accounts

CONTENT Any

Dare County EM @DareCoEM 17h  
NWS HAS POSTED A HIGH RIP CURRENT THREAT FOR TUESDAY FROM BUXTON TO HATTERAS INLET...  
Details

Dare County EM @DareCoEM 1d  
An accident on the Washington Baum Bridge has closed both westbound lanes. #OBX Expect wait time to be at least one hour #bepatient  
Details

Dare County EM @DareCoEM 2d  
NWS has issued a HIGH threat of rip currents for Sunday for all OBX beaches. Please follow directions of lifeguards.  
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Dare County EM @DareCoEM 4d  
NWS has issued a HIGH rip current threat for OBX from Buxton north thru Duck. Please follow instructions of lifeguards.  
Details

Dare County EM @DareCoEM 7d  
Accident in northbound lanes of the bypass across from #obx mall. traffic being rerouted to beach road  
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Elizabeth Bynum retweeted

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ndngenuity retweeted

Dare County EM @DareCoEM 4d  
NWS has issued a HIGH rip current threat for OBX from Buxton north thru Duck. Please follow instructions of lifeguards.  
Details

Beach Realty retweeted

Sam Walker @SamWalkerO... 5d  
Rough day on the #obx beaches, moderate rip current risk, multiple rescues reported, stay out of the water folks, its pretty dangerous #ncwx  
Details

Sam Walker @SamWalkerO... 5d  
Rough day on the #obx beaches, moderate rip current risk, multiple rescues reported, stay out of the water folks, its pretty dangerous #ncwx  
Details

Seaside Vacations @Seas... 2d  
How to escape a rip current  
ow.ly/mgZtL  
#OuterBanksVacation  
#OceanSafety #OBX #Lifeguard  
Details

Patrick Rockey WTKR @P... 4d  
HIGH RIP CURRENT RISK from Duck to Hatteras today. Here's info about rip currents:

Start

3:44 AM 6/26/2013

6 “#OBX rip current”...

Seaside Vacations @Seas... 2d  
How to escape a rip current  
ow.ly/mgZtL  
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**Move information along from any Tweet**

**Tweets** @DareCoEM

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Scheduled All accounts

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Compose message...

Featured x d\_j\_kain (Twitter) x Donna Kain (Facebook) x Kain, Donna (LinkedIn) x Evernote x +

+ Add Stream + Add Social Network

**@d\_j\_kain/ems**  
List

**CraigatFEMA**  
5:52am via Twitter for iPad  
#Countdown 10days till #HurricaneSeason , Got A Business? R U Ready? ready\_gov/business readyrating.org pic.twitter.com/80altnXo29  
↩ 7 retweets

**HurricaneChanel**  
2:16am via dlvr.it  
NHC Marine Weather Discussion dlvr.it/3PgYwv

**HurricaneChanel**  
1:12am via dlvr.it  
Eastern Pacific Tropical Weather Outlook dlvr.it/3Pg5Cd

**TWCBreaking**  
12:47am via WU-TornadoAlerts  
Tornado Warning for Montgomery County in TX until 12:15 AM CDT weather.com/weather/alerts...  
↩ 17 retweets

**weatherchannel**  
12:47am via WUTWC-Alerts  
Tornado Warning for Montgomery County in TX until 12:15 AM CDT weather.com/weather/alerts...  
↩ 33 retweets

**wunderground**  
12:47am via Wunderground  
Tornado Warning for Montgomery County in TX until 12:15 AM CDT wxug.us/km5o  
↩ 4 retweets

**TWCBreaking**  
12:08am via WU-TornadoAlerts  
Tornado Warning for Grimes, Montgomery and Walker Counties in TX until 11:30 PM CDT weather.com/weather/alerts...  
↩ 22 retweets

**@FEMA**  
Keyword

**femaregion5**  
May 21, 3:56pm via HootSuite  
Illinois, @fema reps are out providing face-to-face guidance on disaster recovery. Find out where: go.usa.gov/ThQm #IL  
↩ Retweeted by michaelkinder

**USAA**  
May 21, 4:24pm via USAA  
RT @fema: #Oklahoma resources: @google crisis map google.org/crisismap/2013... | @cityofmoore cityofmoore.com/news | @okgov ok.gov/okstrong/  
↩ Retweeted by DoriStehlin

**femaregion6**  
May 21, 4:39pm via Web  
#Oklahoma: Those impacted by the tornado, you can also apply for @fema assistance over the phone at 800-621-3362 (TTY 800-462-7585)  
↩ Retweeted by CRMCACP

**fema**  
May 21, 12:56pm via HootSuite  
Helping #Oklahoma #tornado survivors- donate through trusted org's & don't send goods that haven't been asked for nvoad.org/help  
↩ Retweeted by NebraskaDHHS

**fema**  
May 21, 7:58am via Web  
5/21: #Oklahoma @fema assistance- grants for temp. housing, home repairs, loans for uninsured property losses & more fema.gov/news-release/2...  
↩ Retweeted by nwfireblog

**Dudette9t9**  
May 21, 12:27pm via Web  
@GovMaryFallin @fema Good government at work. TY President #Obama @whitehouse  
↩ Retweeted by theosmek

**@NWS**  
Keyword

**ghostfishing**  
May 16, 4:20am via TweetDeck  
A study published today reveals that 400,000 birds are killed each year in gillnet fisheries! bit.ly/10HFToe @NWStraits  
↩ Retweeted by eldsflamma

**JoeWx\_OU**  
May 21, 7:11pm via Twitter for Android  
Thank you for all your hard work @nws @NWSNPC @NWSNorman @NOAA Its been a rough few days for my friends and family in Oklahoma. #OKWX

**LisaWBZ**  
May 21, 6:13pm via Web  
@nws has lifted severe thunderstorm warning for Worcester County.

**TirstenKaylor**  
May 21, 4:08pm via Twitter for iPhone  
"@nws confirms weak EF0 tornado (winds up to 85 mph) hit north of Greencastle at 2:30am & west of Brownsburg at 2:40am.  
↩ Retweeted by tsmith275

**SETNRedCross**  
May 21, 4:18pm via TweetDeck  
@nws has issued a Severe Thunderstorm Watch that is in effect for all of Tennessee until 10pm. BE RED CROSS READY redcross.org/setn

**gregwaite**  
May 21, 4:16pm via TweetDeck  
@nws has issued a Severe Thunderstorm Watch that is in effect for all of Tennessee until 10pm. BE RED CROSS READY redcross.org/setn

**TirstenKaylor**  
May 21, 4:08pm via Twitter for iPhone  
"@nws confirms weak EF0 tornado (winds up to 85 mph) hit north of Greencastle at 2:30am & west of Brownsburg at 2:40am.

**#oklahoma**  
Keyword

**rickyervais**  
May 21, 10:51am via Twitter for iPhone  
"@MTVNews: Beyoncé, Rihanna & Katy Perry send prayers to #Oklahoma #PrayForOklahoma"  
  
I feel like an idiot now...I only sent money.  
↩ Retweeted by Sallyjackman\_ai

**alexforbes**  
1:39am via Meltwater Buzz  
Our thoughts and prayers go out to all affected by the resent tornado in Oklahoma, USA. buzz.mwl/sCC\_y #oklahoma #thoughts&prayers  
↩ Retweeted by st3v3ncard

**hinklej**  
1:07am via Twitter for iPhone  
Day 2 for #kxan\_news at #MooreTornado. Watch @SallyHernandez @hinklej @JimSpencer @chrissadeghi live from #oklahoma pic.twitter.com/ZohNILuON3  
↩ Retweeted by KXAN\_News

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May 21, 10:51am via Twitter for iPhone  
"@MTVNews: Beyoncé, Rihanna & Katy Perry send prayers to #Oklahoma #PrayForOklahoma"  
  
I feel like an idiot now...I only sent money.  
↩ Retweeted by KathLouiseRob

**YahooSports**  
May 21, 2:02pm via Web  
Kevin Durant @KDTrey5 donates \$1 million to the Red Cross @RedCross to help with #Oklahoma disaster relief -> yhoos.it/12s8lfe  
↩ Retweeted by kyshavanna

**SportyPedro**  
6:22am via Twitter for iPad  
"@VP: VP called Kevin Durant to thank him for his

Start [Taskbar icons] 6:24 AM 5/22/2013

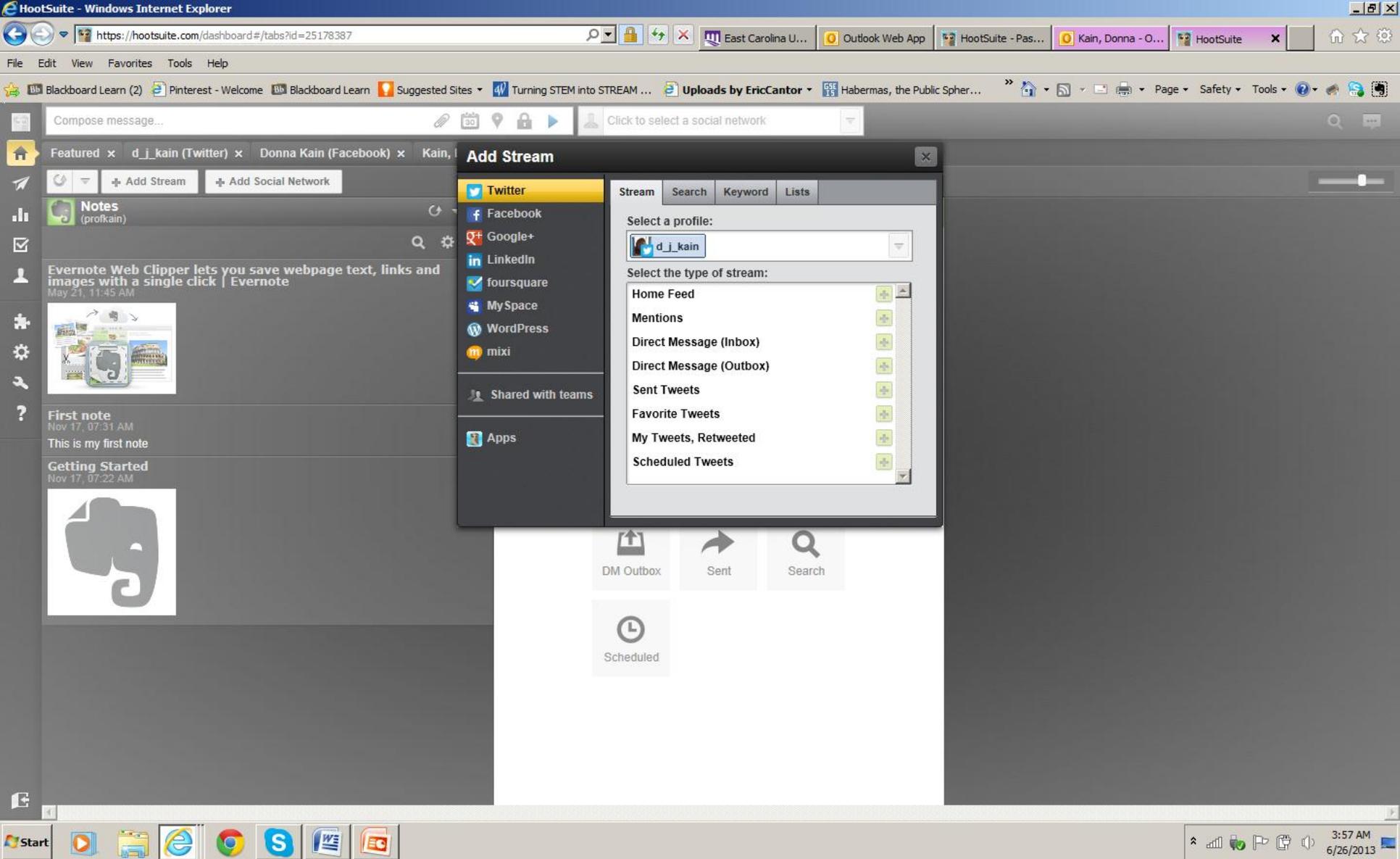


# HootSuite

The image shows a social media management dashboard with the following components:

- Top Bar:** User name "Donna Kain" and a search bar with the text "Click to select a social network".
- Navigation Tabs:** "Streams", "Publisher", "Analytics", "Assignments", "Contacts", "App Directory", "Settings", "Tools", "Help".
- Streams:** Multiple windows displaying tweets from various sources like @FEMA, #obx rip current, SeasideVacation, PatrickRockey, obxparasail, SamWalkerOBX, FEMAregion3, and @nuncwcm.
- Right Panel:** "Add a stream" section with tabs for "Networks", "Apps", and "Shared". It includes a user profile for "d\_j\_kain" and icons for Home, Mentions, Retweets, DM Inbox, Lists, Favorites, DM Outbox, Sent, Search, and Scheduled.
- Bottom Left:** A sidebar with a "hootsuite University" logo and a "LEARN MORE" button.
- Bottom Bar:** Windows taskbar with icons for Start, Internet Explorer, Chrome, and other applications. System tray shows the time "4:16 AM 6/26/2013".

Robust tools and multiple layers



**Robust tools and multiple layers**

Compose message... Click to select a social network

d\_j\_kain (Twitter) x Featured x Donna Kain (Facebook) x Kain, Donna (LinkedIn) x Evernote x +

+ Add Stream + Add Social Network

### Home Feed (d\_j\_kain)

- hootsuite** 4:30am via HootSuite  
Have a burning question to ask? Why not survey your followers with this new #app: ow.ly/mnYik  
↻ 1 retweets
- bored369** 4:29am via Twitter for Android  
Break free and tear down your walls and set the roofs on fire; individuality
- bored369** 4:23am via Twitter for Android  
Embrace evil and learn to coexist or survive with the fittest: these are life's difficulties
- NewEarthquake** 3:00am via Earthquakes  
4.6 earthquake, Reykjanes Ridge. Jun 26 04:44 at epicenter (15m ago, depth 10km). j.mp/17BFZGs  
↻ 9 retweets
- HurricaneChanel** 2:56am via divr.it  
NHC Marine Weather Discussion divr.it/3ZD8ZI
- sayedsalahuddin** 2:08am via Web  
the taliban say have postponed planned meeting with u.s. officials in qatar, no reason given  
↻ Retweeted by washingtonpost
- NewEarthquake** 2:08am via Earthquakes  
5.3 earthquake, 269km NW of Mohean, India. Jun 26 11:48 at epicenter (19m ago, depth 32km). j.mp/17BBzzy  
↻ 18 retweets
- HurricaneChanel** 1:40am via divr.it

### profkain Search (d\_j\_kain)

- d\_j\_kain** Jun 25, 10:53pm via Web  
@profkain test
- profkain** Jun 25, 10:50pm via Web  
@d\_j\_kain test

### Mentions (d\_j\_kain)

- profkain** Jun 25, 10:50pm via Web  
@d\_j\_kain test
- FROGGSville** Feb 3, 1:28am via Tweetbot for iOS  
@d\_j\_kain thanks for coming out tonight to support greenways!  
Show Conversation
- KateWil23125969** Oct 14, 2012, 9:42pm via Mobile Web  
@tracia31 @d\_j\_kain @KateWil23125969  
Show Conversation
- tracia31** Oct 7, 2012, 10:04am via Web  
@d\_j\_kain Check out this video interpretation of the Medium is the Message #ENGL7766
- JosephDHicks** Oct 5, 2012, 7:02pm via Twitter for BlackBerry®  
@d\_j\_kain If the medium is the message, Twitter is in the business of delivering information. #ENGL7766

### Add a stream

Networks Apps Shared

**d\_j\_kain** Twitter

- Home
- Mentions
- Retweets
- DM Inbox
- Lists
- Favorites
- DM Outbox
- Sent
- Search
- Scheduled

Start 4:35 AM 6/26/2013

Create and monitor multiple accounts

Templates

- Twitter Profile Overview
- Twitter Engagement - Summary
- Twitter Engagement - Detailed
- Twitter Aggregate
- Facebook Page Overview
- Facebook Insights
- Facebook Aggregate
- LinkedIn Page Insights
- Google Analytics
- Ow.ly Click Summary
- URL Click Stats - Ow.ly

Reports

- All Reports
- Drafts

Customize

Build Custom Report

Labels

No Labels found

### Twitter Profile Overview

**Profile Summary**

**@YourUserName**  
Firstname Lastname  
Location info

|           |         |
|-----------|---------|
| Followers | 827,679 |
| Following | 400,885 |
| Listed    | 18,486  |

The bio information for your selected twitter profile will appear here. This is just a sample. Your actual data will be displayed once you create your report. This data is only a sample.

**Follower Growth**

with time

**Keyword over time**

with time

**Most Popular Links**

|   |             |                                |              |
|---|-------------|--------------------------------|--------------|
| 1 | ow.ly/0Mh4F | google.com/search?q=connecting | 3,445 clicks |
| 2 | ow.ly/0Mh4F | google.com/search?q=connecting | 3,445 clicks |
| 3 | ow.ly/0Mh4F | google.com/search?q=connecting | 3,445 clicks |
| 4 | ow.ly/0Mh4F | google.com/search?q=connecting | 3,445 clicks |
| 5 | ow.ly/0Mh4F | google.com/search?q=connecting | 3,445 clicks |
| 6 | ow.ly/0Mh4F | google.com/search?q=connecting | 3,445 clicks |
| 7 | ow.ly/0Mh4F | google.com/search?q=connecting | 3,445 clicks |
| 8 | ow.ly/0Mh4F | google.com/search?q=connecting | 3,445 clicks |
| 9 | ow.ly/0Mh4F | google.com/search?q=connecting | 3,445 clicks |

### Twitter Profile Overview

Provides an overview of your twitter account. Includes follower growth over time, keyword mentions and most popular Owly links.

Social network

[Create Report](#)

**Analytics and collaborative tools—upgrade**



# there's an owl for that



## Mobile phone applications

# Tips

- Filter with hashtags and @ tags
- Research tags in use  
(<http://www.hashtags.org/> or twitter search)
- Eliminate retweets search configurations
- Schedule messages
- Avoid Twitter “jail” by using multiple accounts
- Monitor multiple accounts, particularly when message consistency is critical