Social media for resilient development

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Asian Disaster Preparedness Center

• Implements disaster risk reduction and climate change adaptation programs in 23 countries in the Asia-Pacific region

• **Mission:** To reduce disaster and climate risk impacts on communities and countries in the Asia-Pacific region by working with governments, development partners and other key stakeholders

• Headquartered in Bangkok, Thailand
Harnessing social media for disaster risk management

- Joined hands with the UN Asian and Pacific Training Centre for Information and Communication Technology for Development

- Project focus: How governments can best utilize social media for disaster risk management (DRM)

- Developed a reference document: Social Media for Disaster Risk Management

- Training workshops for officials in the Philippines and Sri Lanka
Outline: Social media for resilient development

1. Social media trends in the Asia-Pacific region

2. Overview: Social media for disaster risk management

3. Social media for DRM: Case studies from the region

4. Conclusion
Social media trends
Social media = Connections

Source: Session 805 – The Impact of Mobile Social Media in Developing Countries – Inge de Waard, Institute of Tropical Medicine Antwerp (Pg. 3)
<table>
<thead>
<tr>
<th>Information sought using social media</th>
<th>Information shared using social media</th>
</tr>
</thead>
<tbody>
<tr>
<td>Weather conditions or warnings</td>
<td>Weather conditions or warnings</td>
</tr>
<tr>
<td>79%</td>
<td>58%</td>
</tr>
<tr>
<td>Road or traffic conditions</td>
<td>Reassurance that they were safe</td>
</tr>
<tr>
<td>64%</td>
<td>55%</td>
</tr>
<tr>
<td>Damage caused by the event</td>
<td>Their feelings or emotions about what was happening</td>
</tr>
<tr>
<td>62%</td>
<td>55%</td>
</tr>
<tr>
<td>The location and status of loved ones</td>
<td>Their location</td>
</tr>
<tr>
<td>56%</td>
<td>45%</td>
</tr>
<tr>
<td>Information about how others are coping with the disaster</td>
<td>What actions they are taking to stay safe</td>
</tr>
<tr>
<td>49%</td>
<td>42%</td>
</tr>
</tbody>
</table>

Table 1: Ways in which people use social media in disasters (source: American Red Cross, 2012).
The flow of information has changed

The public is part of the conversation
Large number of social media users in the region
These people are a resource

Active accounts on the top social network in each country, as compared to population:

- Maldives 59%
- Malaysia 56%
- Thailand 52%
- Philippines 42%
- Fiji 40%
- Vietnam 33%
- Indonesia 29%

- Sri Lanka 14%
- India 10%
- Pakistan 10%
- Bangladesh 8%

**APAC average:** 27%

Source: wearesocial.com
Increase in social media usage

Increase in active accounts on the top social networks (January 2014 – March 2015):

- Myanmar: 206%
- Pakistan: 72%
- Timor-Leste: 147%
- Lao PDR: 62%
- Bangladesh: 128%
- Nepal: 50%
- Cambodia: 100%

Source: wearesocial.com
Social media for DRM
Social media for disaster risk management

• Officials can use social media to:
  – Directly inform people about natural hazards and DRM
  – Listen for key information from the public (disaster impacts, concerns)

“[Social media] transforms people from content consumers into content producers” (Dufty, 2014)
Social media for DRM: Addressing challenges

• How to verify accuracy of information?
  – Official social media accounts administered by governments can help dispel rumors and provide accurate and reliable information

• How to manage information overflow?
  – Official hashtags (e.g., #YolandaPH in the Philippines) can be used to organize information

• Promoting the responsible use of social media: communication campaigns, programs in schools
Elements of a social media strategy
And why having one is important

• ADPC and UN-APCICT developed a reference document to assist governments create their own social media strategy and implementation plan

• Key elements:
  – Target audience
  – Channel
  – Objectives
  – Administration
  – Posting frequency
Case studies from the region
Pakistan: Promoting earthquake safety on Facebook

- The National Institute of Disaster Management of Pakistan created an earthquake safety video for Facebook.

- Published in November 2015, the video has been viewed over 2,500 times and shared to friends almost 200 times.

- www.facebook.com/nidm.pakistan
Nepal: Government Twitter

- The Nepalese National Emergency Operation Center created a Twitter account a week after the earthquake in April 2015

- More than 15K followers (March 2016)

- Twitter handle: @NEoCOfficial
Philippines: Organizing information

- Government initiative to organize information on social media using official #hashtags
- Convention: Local name of the storm + PH
  - #PabloPH
  - #YolandaPH
- Other disaster-related hashtags:
  - #rescuePH
  - #reliefPH
Australia: Queensland Police #Mythbuster Campaign

BREAKING #BIGWET #NEWMAN 2pm Jan27: #bundaberg #qld WILL flood at level higher than 2010/11. At least 300 homes will be inundated #qldfloods

Police: #mythbuster Callide Dam near Biloela is not unstable. Controlled releases continue #bigwet on.fb.me/1oPKiVF #qld
The evolution of media

Old channels still here today
THANK YOU FOR YOUR ATTENTION