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# SOCIAL MEDIA USE AND EMERGENCY RESPONSE

LTJG IIA MILLER, INCIDENT MANAGEMENT DIVISION, DEPUTY  
USCG SECTOR MIAMI



## SUGGESTED SOCIAL MEDIA USES

- NPFC Claim Information
- Press Release Distribution
- Hurricane Assessment / Status Reports (ESF-10)
- Equipment Deployment Exercises / Training (w/ OSROs, GRS validation, etc.)
- Waterway Closures, Safety Zones for Waterway Impacts
- Oil Impacts to Endangered and/or Threatened Species
- Volunteer Contacts/ Opportunities
- Help ID Responsible Parties
- Highlight state/local partnerships (ex: EPA/DEP, LEPC, Area Committee Meetings, etc.)



# COAST GUARD SOCIAL MEDIA POLICIES

- Maximum disclosure, minimum delay...
- Be transparent
- Apply S.A.P.P.
- Consider **who** is the **right person** to release the information (Ability, Competency, Authority)
- Tell the truth
- ALL members are empowered to tell OUR story
  - If you did it, or are responsible for it, you can talk about it
- Imagery, imagery, imagery!

# IMPLEMENTED USES @ USCG SECTOR MIAMI

 **U.S. Coast Gu**  
Posted by Share  
September 4 at 10:00 AM

Pollution Response Team will be on scene again to take additional action



CONTENT.GOVDELIVERY  
**PHOTO RELEASE:** Coast Guard removed an abandoned vessel, posing a hazard to navigation.

Jason Aleksak and 1 other

Like

1,117 people reached >

 **U.S. Coast Guard Sect**  
Posted by Scott Farr  
September 8, 2017 · 6:00 PM

Sector Miami's Incident Management Division situation brief for this morning in our **#Irma #USCG**



Like Comment

1,031 people reached >

 **U.S. Coast Guard Sector Miami**  
Posted by Mark Barney  
September 9, 2017 · 11:00 AM

Coast Guard and Air Force personnel remove supplies and gear from an Air Force HC-130 aircraft at Coast Guard Air Station Miami in Opa Locka, Fla., Sept. 8, 2017. Air Force Pararescuemen from the 212th Rescue Squadron from Anchorage, Alaska, prepare to respond alongside federal, state and local first responders in the rescue efforts for people in distress as Hurricane Irma passes through south Florida. USCG photos by Petty Officer 1st Class Ma Barney.



 **U.S. Coast Guard Sector Miami**  
Posted by Scott Farr  
February 19 · 10:00 AM

On 16 Jan 2018, Emergency Support Function (Oil & Hazardous Materials) Florida Miami Branch concluded all removal and recovery operations following Hurricane Irma. Branch Miami was established on Sept 20, 2017 and over 16 weeks hundreds of responders worked diligently in counties in Southeast Florida (other branch conducted operations elsewhere in Florida).

Branch Miami recovered more than 6,500 gallons of pollution and managed two Oil Spill Removal Organizations. All removed vessels were transferred to the state (Florida Fish and Wildlife Conservation Commission) who assumed all responsibilities associated with each vessel for disposition.

Response statistics include:  
182 nautical miles of coastline assessed  
164 vessels removed  
101 vessels removed by owner/responsible party/insurance/other  
23 vessels' product were recovered and left at request of FWC  
33 vessels identified as no ESF-10 action required

We're extremely grateful for our local partners who completed the significant work completed by the Unified Command, supporting staff, our Incident Management Division, Marine Safety Detachment Lake Wales, National Strike Force teams, and everyone else who played a role in supporting operations to mitigate the impact of Hurricane Irma.

 **U.S. Coast Guard Sector Miami**  
Posted by Scott Farr  
May 8 · 10:00 AM

Incident Management Division personnel tagged along with the Bureau of Safety and Environmental Enforcement (BSEE) to observe equipment deployment (for oversight/training, not an actual discharge) by Marine Spill Response Corporation (MSRC) aboard M/V Florida Responder with assistance from Cliff Berry Inc. contractors.

The visit allowed our pollution responders to interact with Oil Spill Removal Organizations, collaborate with and learn about another governmental regulatory agency, become familiar with different pollution response equipment, and discuss pollution mitigation tactics and strategies.

It's not just "another" typical day at Sector Miami. Although it's a different location and different objective; it's the same great people and Coast Guard mission.



# IMPLEMENTED USES @ USCG SECTOR ST. PETERSBURG

← Photos from U.S. Coast Guard Sect... 🔍



**U.S. Coast Guard Sector St Petersburg**

Jun 15 at 07:54 • 🌐

Coast Guard Sector St. Petersburg, **FWC Fish and Wildlife Research Institute** and various partner agencies have received increased reports of water discoloration at Pinellas beaches. A water sample collected by the Sector St. Petersburg Incident Management Division revealed an algal bloom of Trichodesmium.

Researchers have not documented any negative effects of Trichodesmium on marine life or people in Florida. Learn about Trichodesmium here: [bit.ly/2LHsvim](https://bit.ly/2LHsvim)

Officials received reports of this patchy bloom in Pinellas, Charlotte, Lee and Collier counties.

To determine and confirm how far the algal bloom stretched down the Pinellas coast, a **U.S. Coast Guard Air Station Clearwater** MH-60 Jayhawk helicopter crew provided an overflight Tuesday for Sector personnel so they could document the bloom. (U.S. Coast Guard photos by MST3 Ian Woods)

← Photos from U.S. Coast Guard Sect... 🔍

The Coast Guard takes its marine environmental protection mission very seriously and is proud to play a role in the stewardship of some of the country's top beaches and the critical habitats provided by our coastal environments. For more information and for future postings on Florida's algal blooms, follow our partners **FWC Fish and Wildlife Research Institute**.



← Photos from U.S. Coast Guard Sect... 🔍

12,846 people reached >

Boost Post

👍👀❤️ **Larry Brant and 57 others**



**Haley Michelle Roddy**

**Jake Dickson** this is where our condo is, St. Petersburg

14w Like Reply Message



**Natalie Michelle Ethan Fabac**

14w Like Reply Message



**Jim Kammel**

Probably a result of the lake dumping being done by the state.

14w Like Reply Message



**U.S. Coast Guard Sector St Petersburg** ✓ Ji...



**Cody Carnathan** Fred Newhart message these...

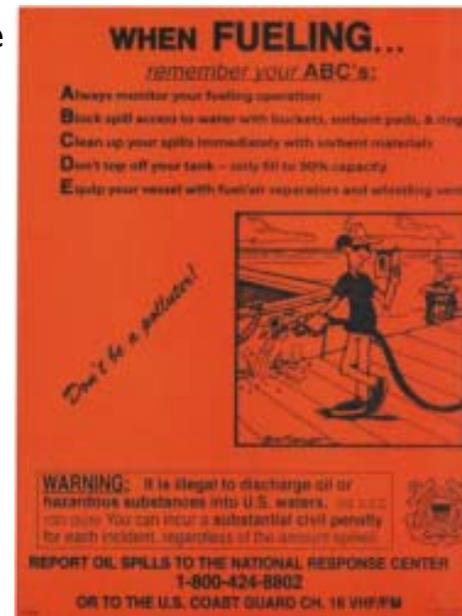


**Matthew Clark**

And the Alafia river dumping huge amounts of water also

## IMPLEMENTED USES @ USCG SECTOR ST. PETERSBURG

- Sector is working with D7 Public Affairs to release a public service announcement due to increased unawareness of the harm caused by the use of dish soaps to dissipate oil.
- Certain dish soap manufacturers claiming to help save wildlife affected by oil spills have added to the public's confusion.
- Filming completed by D7 Public Affairs and the video will be upload to CG social media soon.



# SOCIAL MEDIA

- “Social media is now the most efficient method of delivering emergency response messages in a contemporary urban crisis scenario.” University College, Cork -Communication in a disaster-



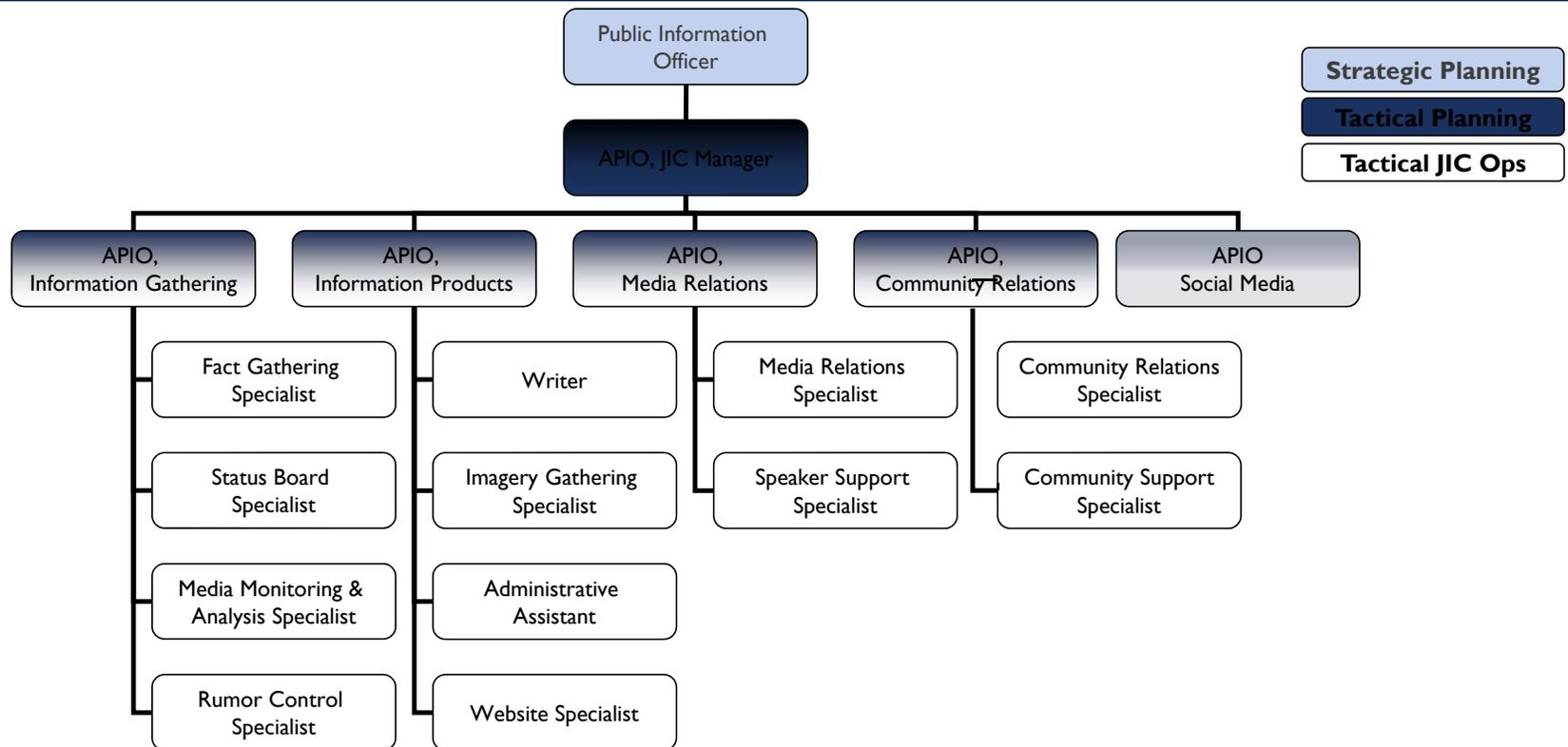
# COMMON MISTAKES

- Hesitation: Delay due to uncertainty of mind or fear.
- Obfuscation: Make so confused or opaque as to be difficult to perceive or understand.
- Retaliation: Return like for like
- Mislead or lie
- Pontification: express opinions in dogmatic way
- Confrontation: Discord or clash of opinions
- Litigation: engage in legal proceedings

## COMMUNICATE MESSAGES

- Mitigation- promote implementation of strategies, technologies & actions that will reduce the loss of lives/ property damage in future
- Preparedness- messaging that encourages public education
- Response- provide public notification, evac, warnings, sit report
- Recovery- post event communications

# TYPE I JIC



## PIO RESPONSIBILITIES

- Determine appropriate release authority for two-way communication
- Monitor social media sites
- Conduct regular analysis and outreach
- Drive traffic to related incident news sites
- Ensure all incident sites are linked
- Archive social media sites for documentation