

Social Media: Tweets, Posts and Flicks, Oh My!

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Have You Had Your Social Media Epiphany?



The screenshot shows a Twitter feed with several tweets. The top tweet is from @ChicagoRedCross, stating: "Disaster volunteers unload goods for Chicago and #blizzard shelters. <http://pflca.com/p/14180744>". Below it are tweets from @MehbaCarlos and @MartaCarias. At the bottom, there is a tweet from @ChicagoRedCross: "#ChicagoRedCross will be reporting to @TWCRanking live tonight at 6:00 CT. Tune in to see the latest #blizzard safety news from #Chicago". To the right of the tweets is a photo of a white truck with a trailer, parked in front of a building, with people visible around it.



People Increasingly Rely on Social Media to Seek Help in Disaster

An American Red Cross survey of web users found:

- One in six have used social media to get information about an emergency
- About half would sign up for emails, text alerts or applications to receive emergency information
- About half would mention emergencies on their social media channels (i.e. people needing assistance, flooded road, downed power lines)
- 69% said that emergency responders should be monitoring social media to send help quickly
- 74% expected help to come less than an hour after their tweet or Facebook post

Online survey of 1,058 respondents representative of the U.S. population aged 18 and older, conducted by InfoGroup | GRC on July 22-23, 2010. (Report Date: August 5, 2010)



Build It, Communicate & They Will Come



Blog

- Use multiple platforms
- Follow media & political leaders, popular bloggers & Twitterers, vocal supporters, breaking news, sources of inspiration, social media aggregators and those that influence your business/cause
- Schedule regular posts tailored for each platform
- Listen & respond
- Add social media to your business cards, on all news releases and on websites & other social media sites



It's All About Content

- Know your audiences
- See the angles:
 - Volunteer experiences
 - Client stories
 - Facts
 - Images
 - What is your organization doing?
 - Who is your organization?
 - Oddity or specialty stories
- Choose versatile messages and stories for multiple channels
- Mobilize volunteers & other employees – for storytelling, listening and responding
- During disaster, turn yourself into a funnel for information and multimedia content – speed is key but accuracy is also important
- Tweak messages from national sources for local use



This collage features several social media posts. On the left, a Twitter post from @shirleybo1945 shares a link to a photo of a shelter. In the center, a Facebook post from @charlottesville2011 includes a photo of a house and a link to a story about a family. On the right, a Facebook post from @redcross shows a group of people at a table. At the bottom, another Facebook post from @redcross mentions a volunteer event. The American Red Cross logo is in the bottom right corner.

This collage includes a Twitter post from @redcross about a shelter, a Facebook post from @redcross with a video of a man, a Flickr photo of a sign that says 'WANTED TO GET OFF THIS LANE', and a Facebook post from @redcross showing a person at a table. The American Red Cross logo is in the bottom right corner.



Questions?

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