

Social Media

Public Awareness as a Cornerstone for Disaster Risk Reduction

DECEMBER 2013

ARMENIA

Ministry of Emergency Situations

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Social Media

Ian Cameron

BBC News Editor

NATO CDG – Civil Expert in Risk Communication & Media

NSCWIP – UK Cabinet Office National Steering Committee for Warning & Informing the Public

MA Civil Protection – Leeds University & Emergency Planning College, Easingwold

EPC – Consultant & Associate Trainer

EU CBRN Psychosocial Support & AWARE

CWW – Cameron-Wade –Whitbread - Foreign Office, FSA , NHS, Panasonic KWN, Mediacorp Singapore

CONTENT

The Views expressed in this presentation are the personal views of Ian Cameron and not necessarily those of NATO

AIMS

A – Audience Driving News Agenda – Not Passive

I – Immediate Interactive

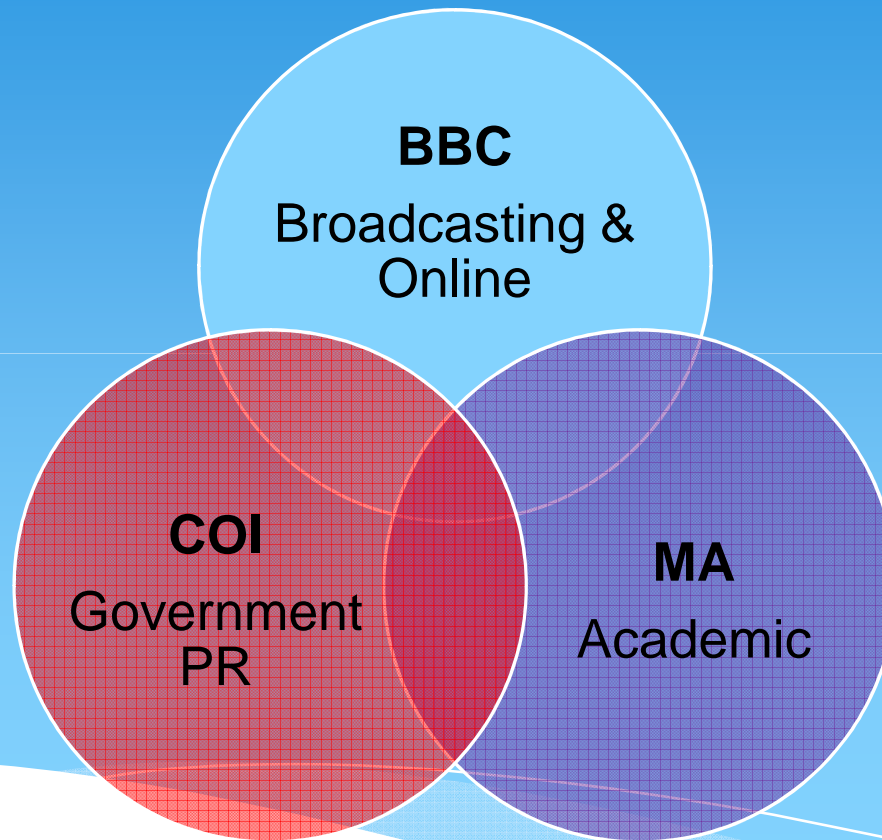
M – Monitoring and Mythbusting

S – Social Media & Staying Safe

Objectives

- Traditional Media – Command & Control
- Social Media – Devolved Control
- How BBC Uses Social Media
- Lessons from Australia, Japan, England
Disturbances
- Transferable Skills – Traditional – Social Media
- Key Factors Effective Communication
- Monitoring, Listening & Mythbusting Tools

Triangulation



HAZARDS – REAL

RISK – PERSONAL PERCEPTION

ALL ABOUT THE WEATHER

Social Media

LANGUAGE

Likely

Unlikely

Probable

Possible

HEURISTICS

Availability – Flooding

Optimism – Faulty Alarms

Framing - Margarine 5% Fat or 95% Fat Free

Anchoring – Comparing Prices

SOCIAL AMPLIFICATION OF RISK

Flying v Cars – Post 9/11

CBRN Incidents

MMR – Amplify Risk of Vaccine – Attenuate Risk of Measles

Perrier Water cf Tylenol

MANAGING THREAT PERCEPTIONS

Honesty & Openness

Competence & Expertise

Dedication & Commitment

Caring & Empathy – Equal to all the factors above combined
Richard Branson - Tony Haywood

Social Media

THE MESSENGER IS KEY

RICHARD
BRANSON

GRAYRIGG

3 Ps

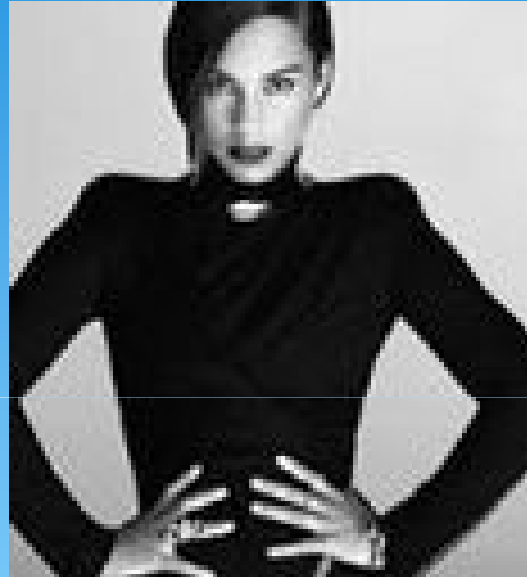
Pity, Praise, Pledge



Social Media

THE MESSENGER
IS KEY

RIM >
BLACKBERRY
ALICIA KEYS



KODAK
LADY GAGA

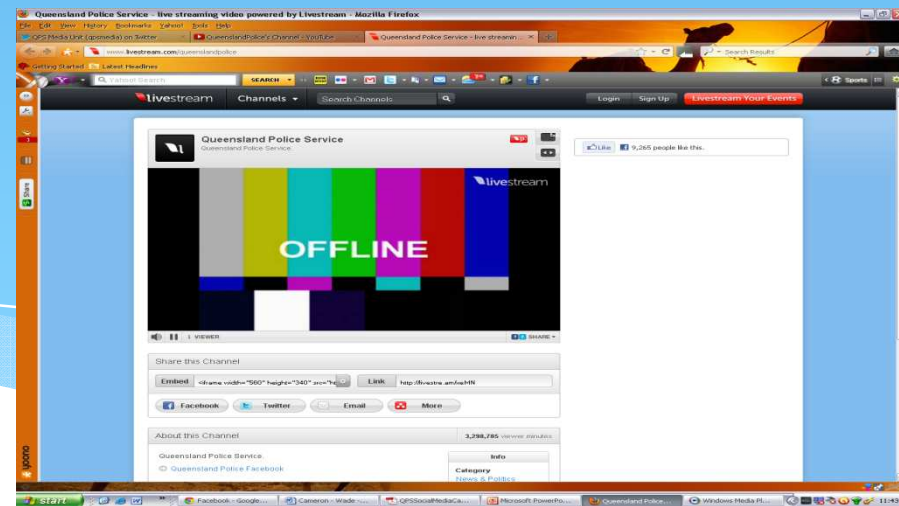
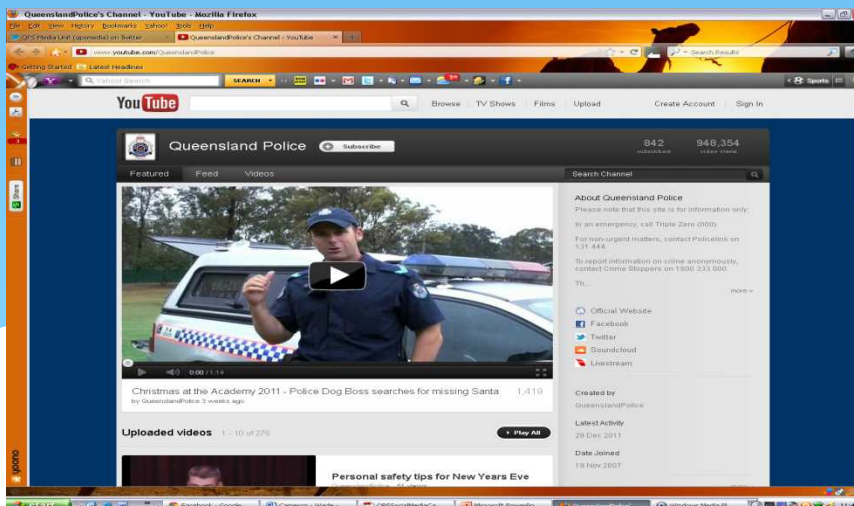


WHY YOU NEED TO BE CONCERNED ABOUT SOCIAL MEDIA

BP LESSONS

- Messenger
- Stay Strategic
- Speed
- Numbers
- Impact

QUEENSLAND SOCIAL MEDIA



SPEED



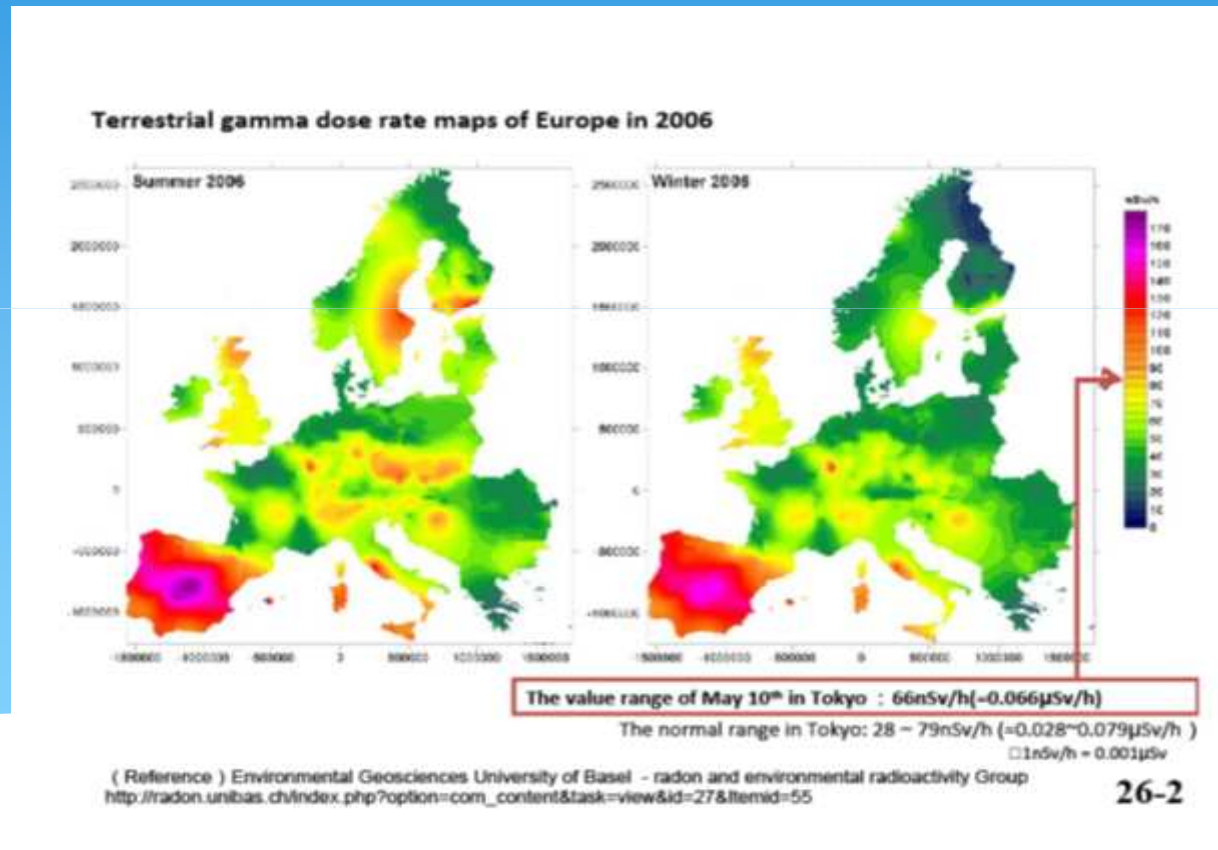
Mumbai Attacks: Accounts of shooting and bombing attacks in [Mumbai](#) in 2008 were first reported via Twitter and Flickr before any of the mainstream media. [The Telegraph](#) reported that during the attacks there were approximately **70 eyewitness' tweets every 5 seconds.**

[@dupree](#) Mumbai terrorists are asking Hotel Reception for room #s of American citizens and holding them hostage on one floor

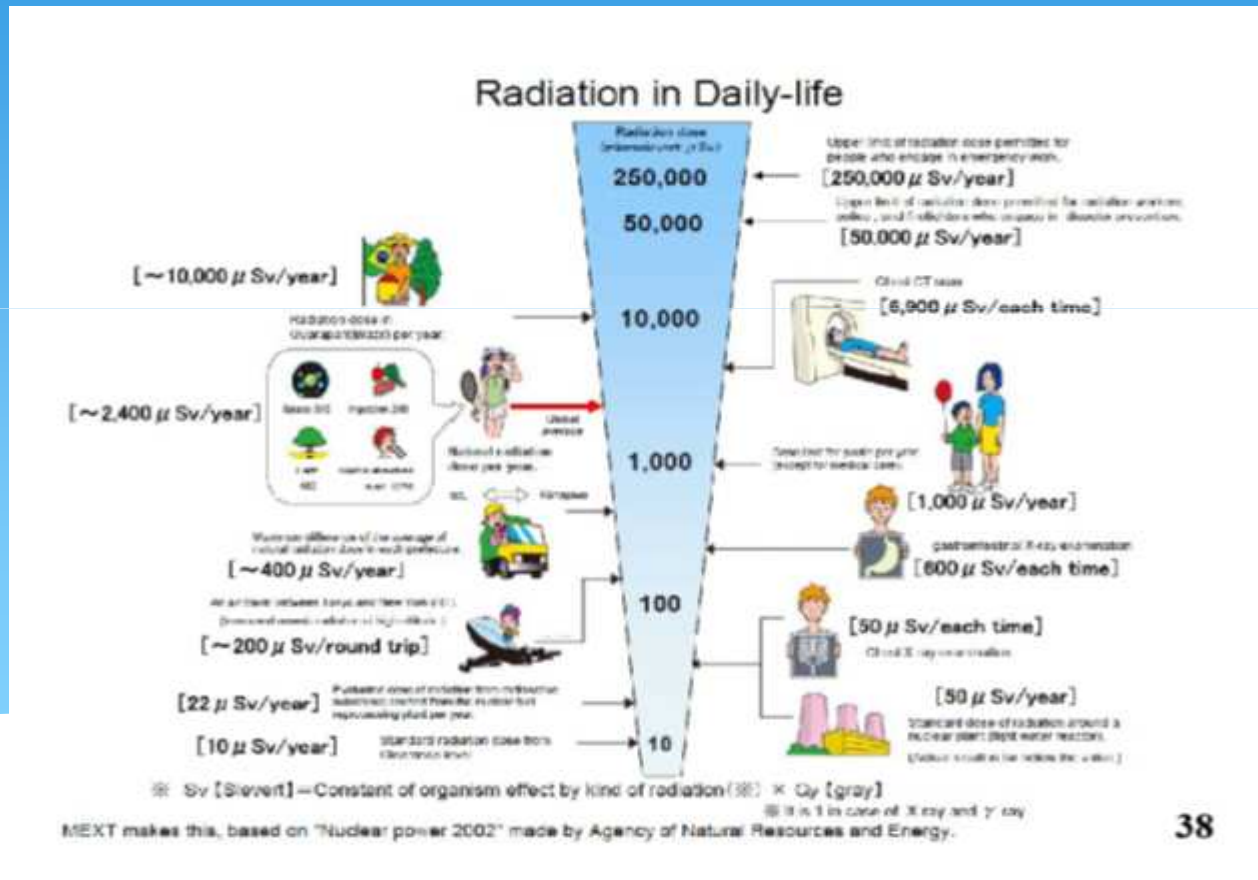
SPEED

A screenshot of a Twitter post. At the top left is the Twitter logo. To the right are navigation links: Home, Profile, Find People, Settings, Help, Sign out. The main text of the tweet is: <http://twitpic.com/135xa> - There's a plane in the Hudson. I'm on the ferry going to pick up the people. Crazy. Below the text is the timestamp: 9:36 PM Jan 15th from TwitPic. The user's profile picture is a small square image of a man, followed by the username **jkrums** and the name Janis Krums. At the bottom of the screenshot is the footer: © 2009 Twitter About Us Contact Blog Status Apps API Search Help Jobs Terms Privacy.

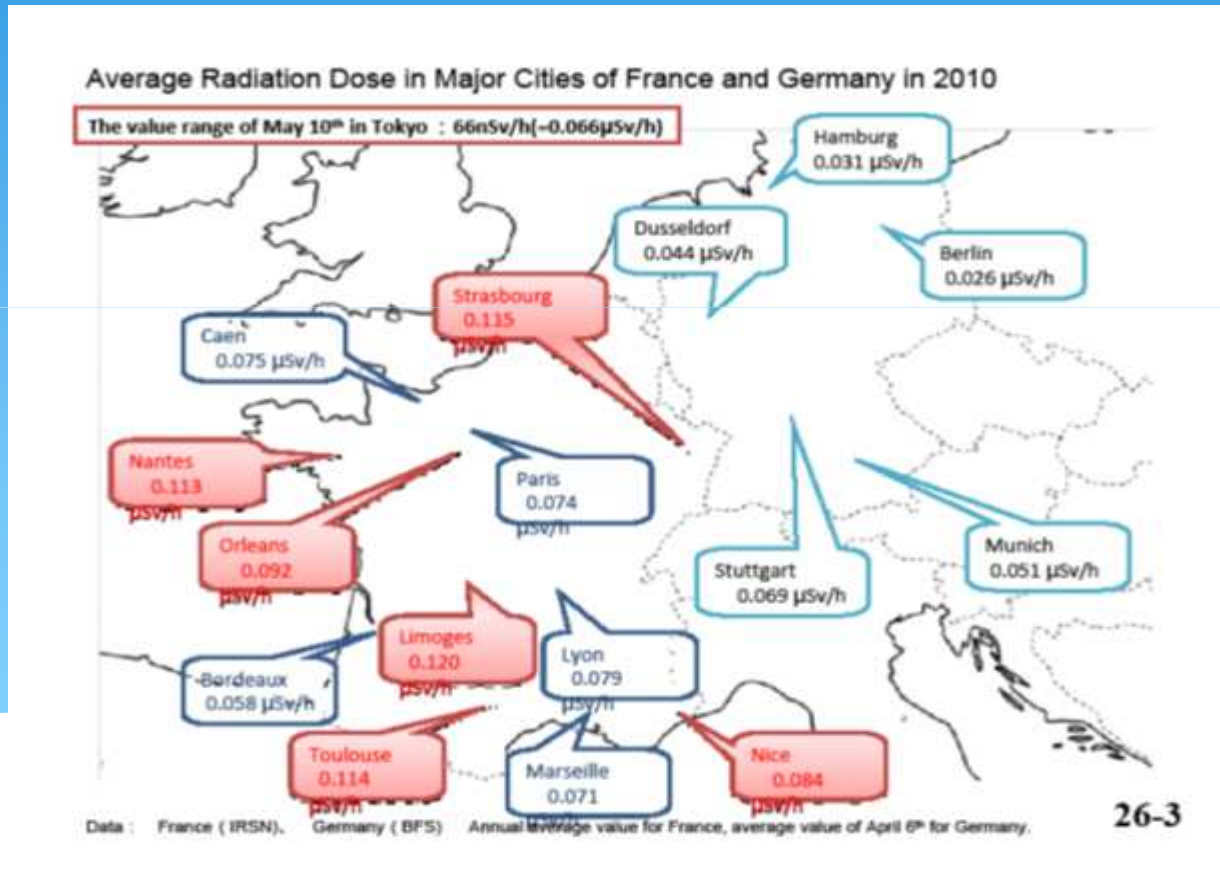
JAPAN - FUKISHIMA



JAPAN - FUKUSHIMA



JAPAN - FUKISHIMA



NUMBERS

Boscastle - 70,000

Carlisle Floods – 3 million in 3 days

Gloucs Floods – 7.9 million in 2 weeks

Buncefield – 6,000 by lunchtime

NUMBERS

BBC One Television
Transfer Deadline Special
1.8M

Transfer Deadline Day
BBC Online
9.39M Global & 6.45M UK



CHANGING MEDIA LANDSCAPE

BBC & SOCIAL MEDIA

- Audience break news stories
- Public turn to BBC to confirm social media message
- Audience provide personal contacts for reporters
- Audience suggest interviewees & questions

Social Media

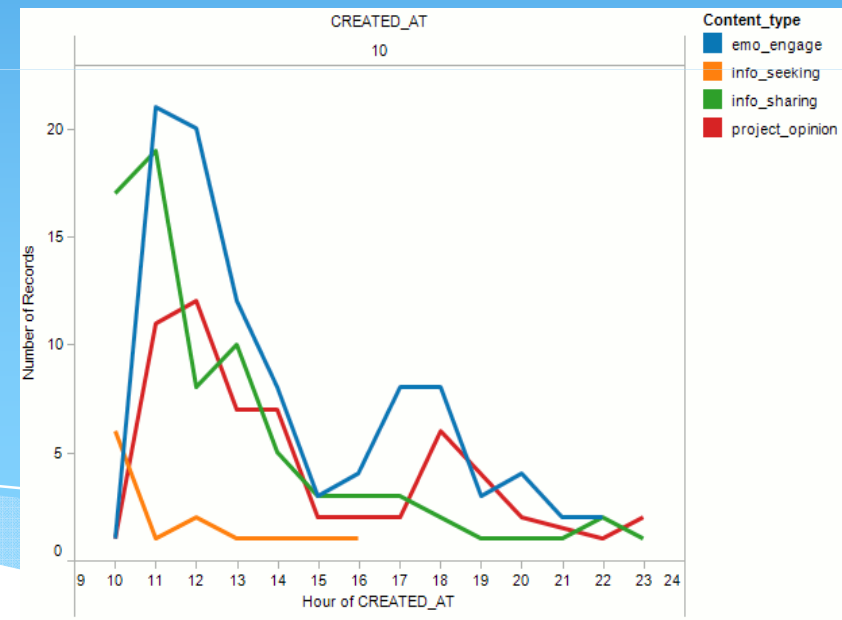


Social Media

Cork air crash – first social media entry just ONE MINUTE after incident



UEL



Social Media

SOCIAL MEDIA – PUBLIC MIX & MATCH



TUNISIA

EGYPT

Social Media

USHAHIDI



BBC TUBE STRIKES

The screenshot shows the Journalism.co.uk website interface. At the top, there are navigation links for '9138 Jobseekers', 'PRs', and 'Recruiters'. The main header features the Journalism.co.uk logo and the 'Master in Corporate Communication' program. Below the header is a navigation menu with categories like HOME, NEWS, PR TOOLS, JOBS, ADVERTISE, FREELANCE, TRAINING, EVENTS & AWARDS, BLOGS, FORUM, and DIRECTORY. The main content area is titled 'LATEST JOBS: Production editor - Linux Format - Future'. The featured article is 'Online Journalism News' with the headline 'BBC using Ushahidi's Crowdfunder to plot tube strikes'. The article text describes how BBC London is using a new technology to plot tube strikes in the capital. A map of London is shown with red dots indicating the locations of tube strikes. The article is dated 7 September 2010 and has 98 reactions. The right sidebar contains sections for 'OUR TRAINING COURSES', 'Recent news', and 'Related news'. The left sidebar has sections for 'iPhone/iPad app', 'JOB OF THE WEEK', 'Freelancers for hire', and 'DISPLAY ADVERTISING'.

9138 Jobseekers » login | register PRs » login | register Recruiters » login | register

journalism.co.uk fe school of communication Master in Corporate Communication

HOME NEWS PR TOOLS JOBS ADVERTISE FREELANCE TRAINING EVENTS & AWARDS BLOGS FORUM DIRECTORY

iPhone/iPad app Download our free iPhone app for the latest news, jobs and releases.

JOB OF THE WEEK
Skilled writers wanted - all topics
Suite101 is a popular online magazine that offers authoritative articles, intelligent reviews and expert commentary to over millions of readers each month. ...more
See all 69 vacancies
Select...
Advertiser login/register
Jobseeker login/register
Jobs feed E-alerts
Widget Twitter

Freelancers for hire
Reporters
Helen Gent
Clophill, United Kingdom
Charlotte Rigby
London, United Kingdom
Hazel Davis
Huddersfield, United Kingdom
...see all

DISPLAY ADVERTISING

LATEST JOBS: Production editor - Linux Format - Future

search news/blog
resize text: + -

OUR TRAINING COURSES

- Online research skills
- Successful freelancing
- Freelance: skills
- Freelance: business services

Recent news

News feed

- Websites get a year to comply with new EU cookie laws
- Guardian correspondent wins Amnesty award for Egyptian uprisings coverage
- Newspaper Awards 2011: Guardian takes home digital prizes for website and datablog
- Joint committee to be set up to examine privacy injunctions
- Footballer's upheld injunction leaves journalists in strange situation

>> more news

Related news

- #bbcsm: Peter Horrocks warns against 'extremism' over future of journalism
- How to: get started in data journalism using Google Fusion Tables
- BBC opened itself to 'ridicule' over executive's commute from US
- BBC battles with local government for spending data
- Digital radio continues to increase stake but growth slows

Recent blog posts

Editors' blog feed

- #Tip of the day from Journalism.co.uk - preparing for new cookie rules

Online Journalism News
feed | newsletter | widget

BBC using Ushahidi's Crowdfunder to plot tube strikes
Posted: 7 September 2010 By: Laura Oliver
Email this story | 0 Comments and 98 Reactions

BBC London is pioneering the use of newly released technology from open source mapping project **Ushahidi** to show the disruption caused by tube strikes in the capital.

Using **Crowdfunder**, BBC London is plotting text reports, tweets and audio updates from listeners and viewers about their problems with transport during the strikes, which are expected to last until 9:00pm today.

Larger dots on the map indicate multiple reports of information for that area. Users can also set up mobile, email or RSS alerts for the map. Reports can be submitted on Twitter and Audioboo using the hashtag #TubeStrike or via an online form and email.

FILTERS → REPORTS NEWS PICTURES VIDEO ALL

A1261 East India Dock Tunnel
Zoom In | Zoom Out

CHANGING MEDIA LANDSCAPE

The screenshot shows the BBC News UK website interface. At the top, there is a navigation bar with the BBC logo, a 'Sign in' button, and links for News, Sport, Weather, iPlayer, TV, Radio, and More... A search bar is located on the right. Below the navigation bar, the 'NEWS UK' logo is prominent, followed by a secondary navigation bar with links for Home, World, UK, England, N. Ireland, Scotland, Wales, Business, Politics, Health, Education, Sci/Environment, Technology, and Entertainment & Arts.

As it happened - Woolwich attack

16K Share [Facebook] [Twitter] [Email] [Print]

Key Points

- Police called to 'frenzied machete attack' in Woolwich, south-east London, in which one man, reported to be a soldier, died
- Video footage emerges showing a man wielding a bloodied meat cleaver and making political statements
- Incident now being treated by the government as a suspected terrorist attack, says the BBC's Nick Robinson
- Home Secretary Theresa May chaired a meeting of Cobra, the government's emergency response committee, describing the attack as "sickening and barbaric"
- Reports suggest a man was attacked in the street by two individuals who were later shot by officers

Report

Reporters: Alex Morrison, Chris Lansdown and Nigel Pankhurst

1609: Police are responding to reports of a "serious incident" in Woolwich, south London. Initial reports suggest a man has been attacked, and pictures posted on Twitter appear to show three people lying on the ground. Scotland Yard said the incident took place in John Wilson Street, at 14:20 BST.

1611: Police said they were called to reports of an "assault". London Ambulance Service said an air ambulance and four crews were at the scene. Police say the area around John Wilson Street has been shut down.

1613: Posts on Twitter claim one man was attacked with a machete, but police have not confirmed this.

1615: Firearms officers are at the scene and a cordon has now been established.

1617: Local primary school head teacher David Dixon tells the BBC News Channel he saw a body in the road and "there were gun shots after that". He instructed staff to lock all the gates of his school and an air ambulance landed in the playground.

LIVE NOW
BBC News coverage

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Social Media

CHANGING MEDIA LANDSCAPE



GOOGLE NEWS ALERTS

Google Alert - ARMENIA

Google Alerts <googlealerts-noreply@google.com>

- If there are problems with how this message is displayed, click here to view it in a web browser.
- Click here to download pictures. To help protect your privacy, Outlook prevented automatic download of some pictures in this message.

Sent: Tue 19/11/2013 17:00
To: iancameronmedia@yahoo.co.uk

[Armenia again breach ceasefire with Azerbaijan](#) AzerNews

Armenian armed forces opened fire at positions of the Azerbaijani armed forces located in Ashagi Askipara village of Azerbaijan's Gazakh region from the ...

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[AzerNews](#)

[Armenia's political elite concerned about Russia's pronounced anti ...](#) Arka News Agency

Armenia's political elite is concerned about Russia's emphasized anti-European foreign policy, Vahan Hovhanesyan, a parliament member from the **Armenian ...**

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[Arka News Agency](#)

[Weekend Update: Armenia and Russia's joint statement on Customs ...](#) ArmeniaNow.com

The sides noted the importance of the decision by the Republic of **Armenia** to join the ... "I think by February **Armenia** will be practically ready to sign the treaty on ...

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[ArmeniaNow.com](#)

Blogs

2 new results for ARMENIA

GOOGLE NEWS ALERTS

Today 21 November 2013
Last update 3 hours ago

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LATEST NEWS: Azerbaijan's investment may hit \$20 bln in Turkey

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Armenia again breach ceasefire with Azerbaijan

19 NOVEMBER 2013, 10:46 (GMT+04:00)



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 Facebook social plugin

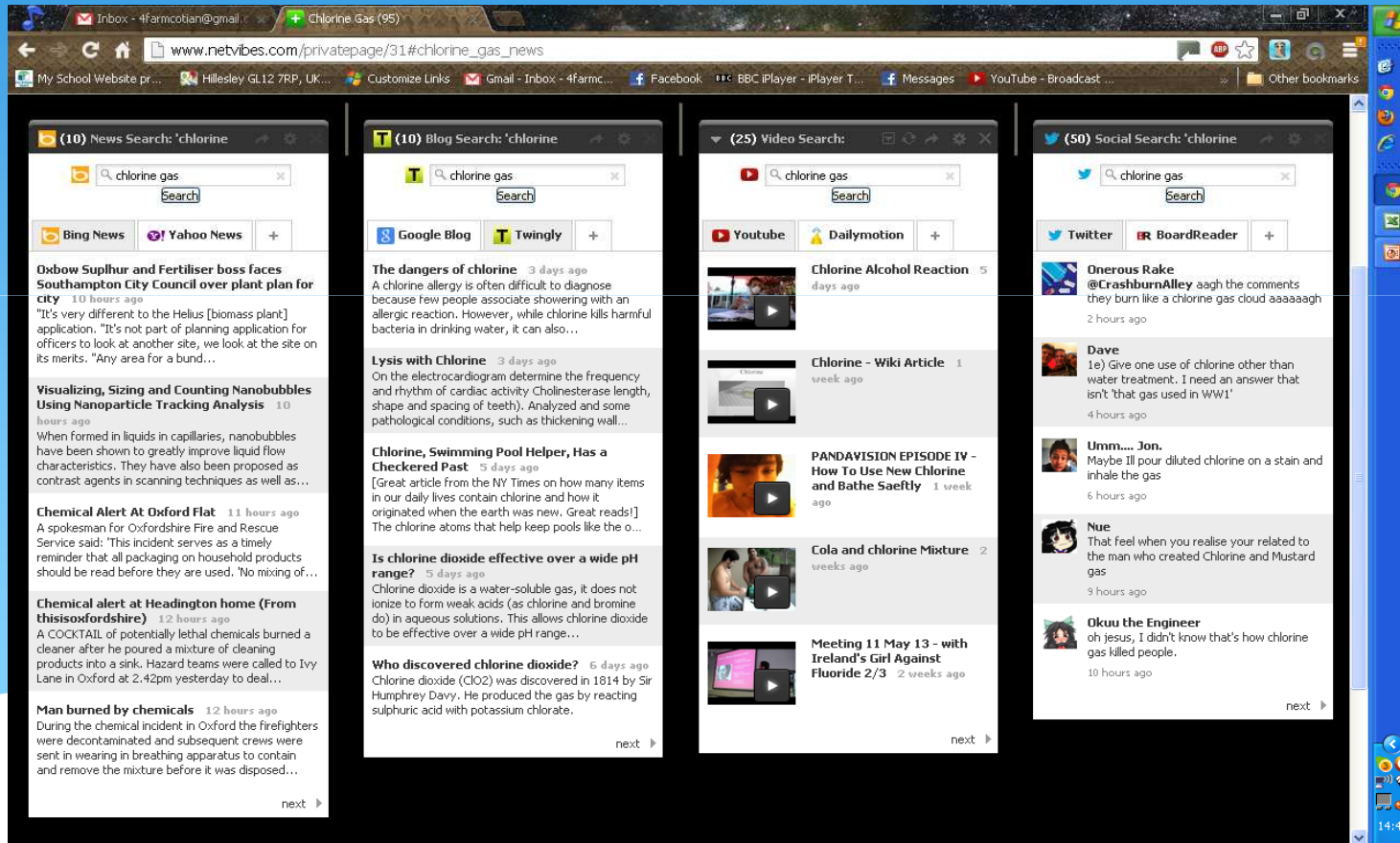
Armenian armed forces opened fire at positions of the Azerbaijani armed forces located in Ashagi Askipara village of Azerbaijan's Gazakh region from the positions located in the village of Voskepar of Armenia's Noemberyan region on November 18- 19, the Azerbaijani Defence Ministry reported .

ADDICTOMATIC

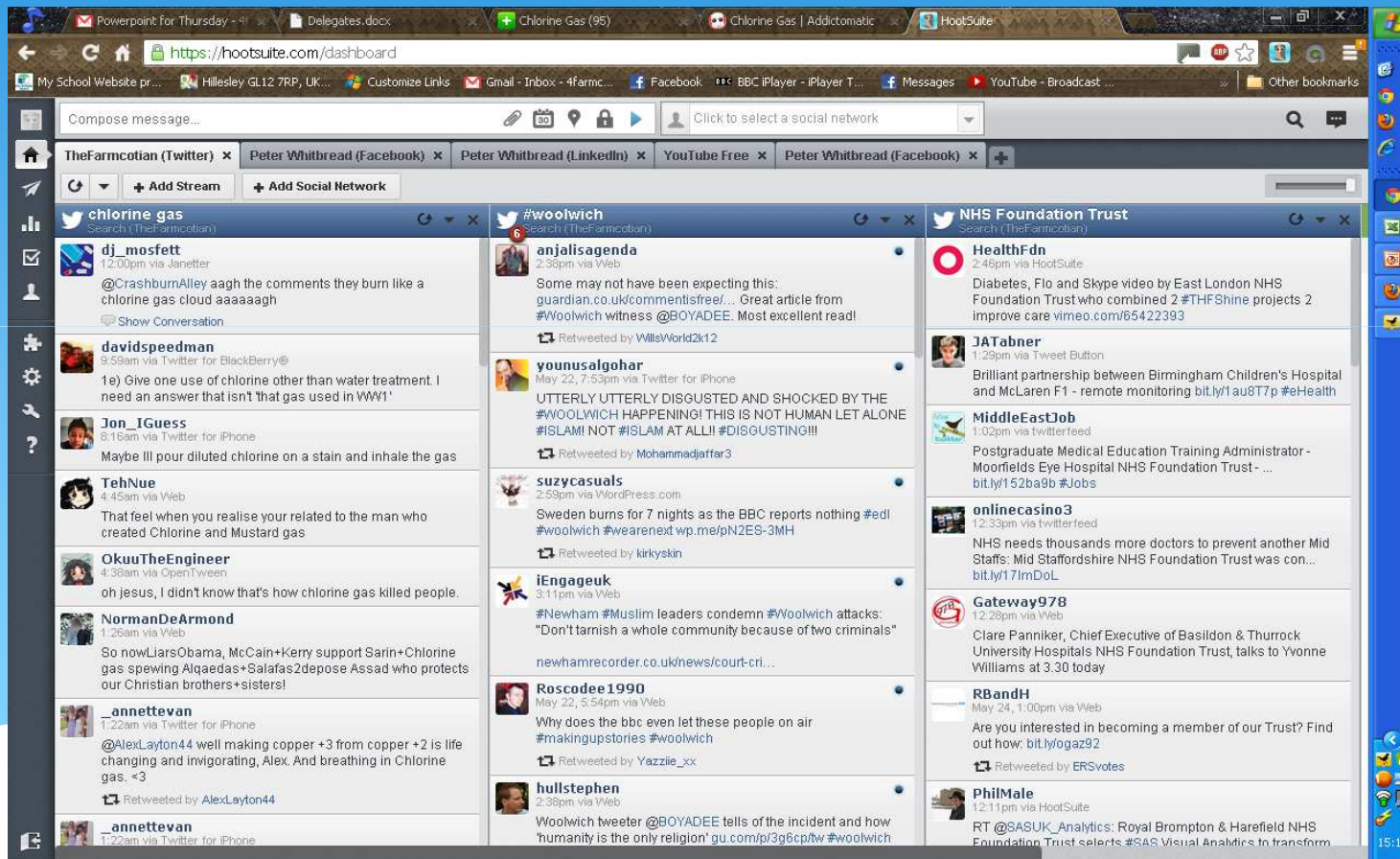
The screenshot shows the Addict-o-matic website interface. At the top, there is a search bar with the text "Sarajevo Protest" and a red "Create" button. Below the search bar, there are "Hot Topics" listed: Obama, Super Tuesday, Jennifer Lopez, Kickstarter, Angelina Jolie, and Syria. The main content area is titled "Topic: Sarajevo Protest" and contains several search result widgets:

- Twitter Search:** No results found.
- Wordpress.com:** A list of search results including "Jovan Divjak, symbol of Bosnian resistance and multiethnic brotherhood", "Protester arrested in Jesus scandal", "On December 24th fifteen activists gathered in fro ...", "Rakia revolt.", and "Daily Round Up".
- Bing News:** A list of search results including "Bosnia's ethnic rivals join forces in protests", "'Baby-lution' Protest Continues In Sarajevo", "Thousands Are Joining Bosnia's 'Babylution'", "Thousands Blockade Bosnia Parliament To Protest Lack Of ID Numbers", and "Thousands protest lack of Bosnia law on ID numbers".
- Google Blog Search:** A list of search results including "One Million Bones | Monorex", "VENTITISM: EASTERN EUROPE", "OLIVER FRLIĆ: NULE I NIŠTICE | Zokster Something", "Sri Lanka President Requests Media To Deny Publicity to Anti ...", and "Sri Lanka bid to counter popularity of Tamil National Alliance ...".
- Flickr:** No results found.
- Blinkx Mainstream Vid News:** A list of search results including "Angelina Jolie backs UK campaign", "Angelina Jolie's film hard to watch for Sarajevo war survivors.", "Mladic won't live to trial - lawyer", "Protests and arrests in Serbia", and "Bosnian war veterans protest cuts".
- Delicious Tags:** A loading spinner icon.
- YouTube:** A grid of video thumbnails showing protest scenes.
- Twingly Blog Search:** A search bar with a magnifying glass icon.

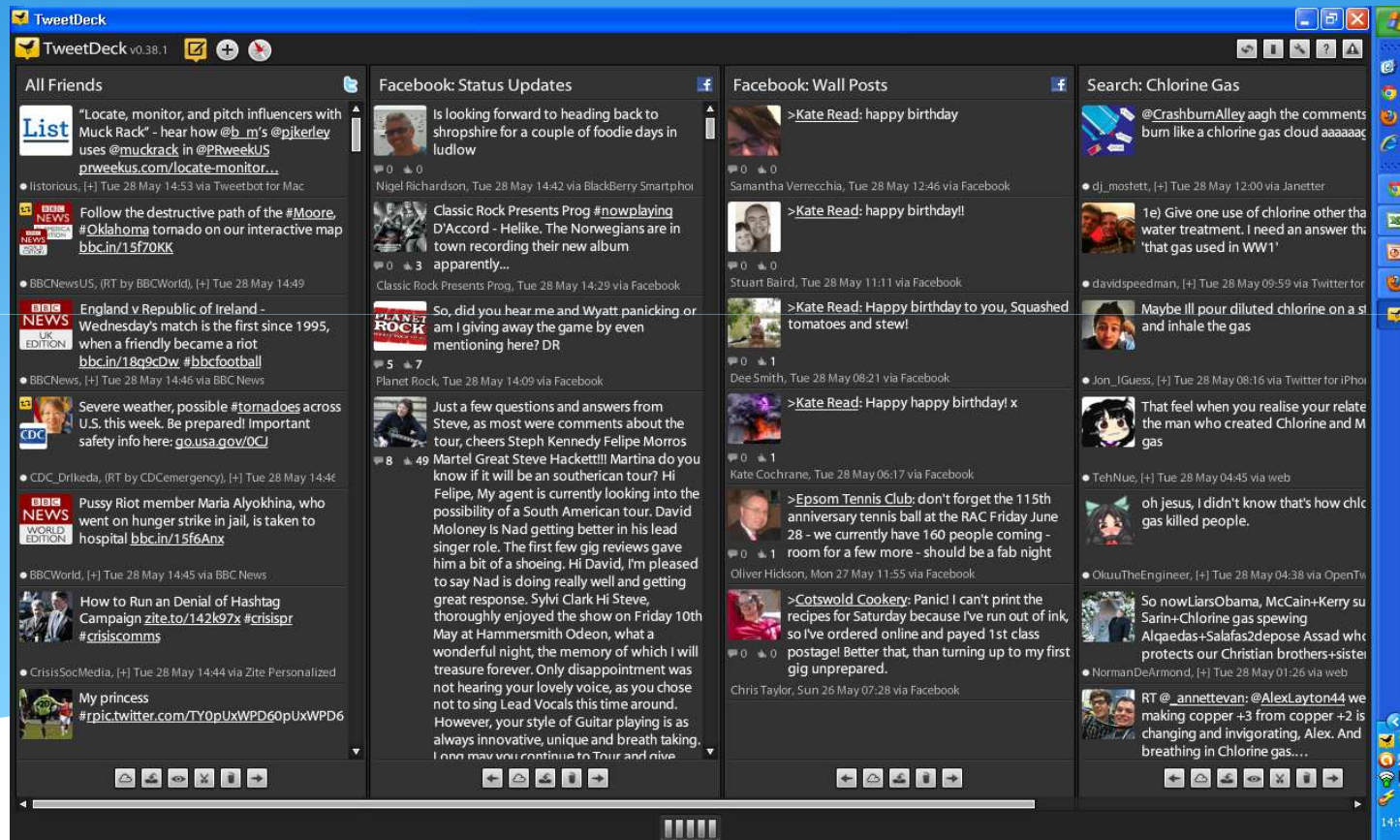
AGGREGATORS - NETVIBES



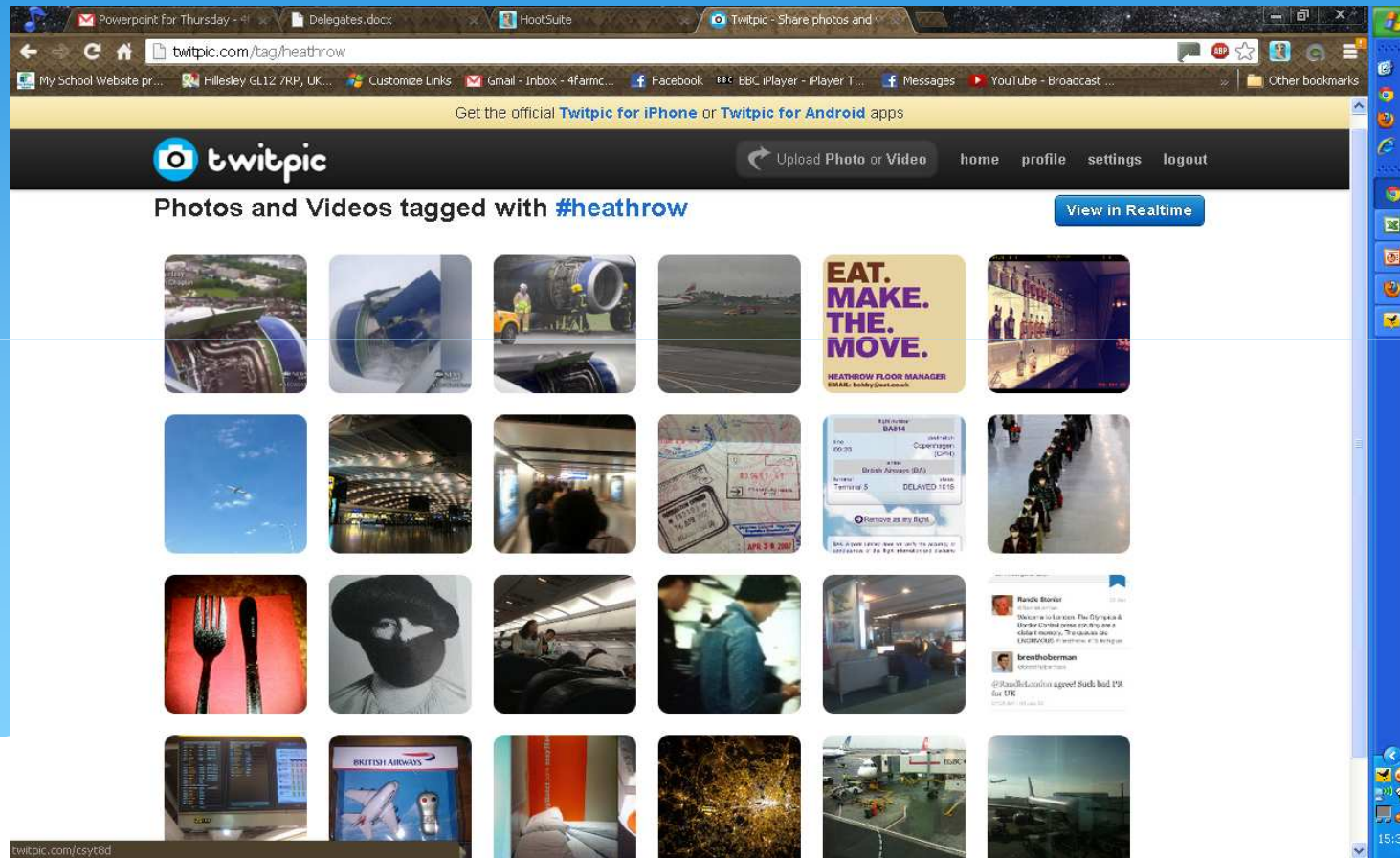
AGGREGATORS - HOOTSUITE



AGGREGATORS - TWEETDECK



AGGREGATORS - TWITPIC



Social Media



Follow @twit
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Language : |



twitscoop
@twitscoop On top of twitter!
Twitter's interface for the rest of us. Try it out!
<http://www.twitscoop.com>

accepted **addiction** age aged **amy**
apartment **association** bellatrix breaking
brian **cobain** confirmed **dead death** die
died disease dood drug drugs fiat
hendrix incredibly **janis** jim jimi
jimmi joins jokes jones **joplin kurt**
london loss mistook morreu **morrison**
news north **overdose** peace police powerful
press **rehab** reports **rip** rumors sad
shame shocked shocking **singer sky sources**
surprised suspected **talent talented**
tragedy **tragic unexplained** unfortunately unknown voice
waste weasley **whinehouse**
winehouse young

Social Media

Listorious

Home | Tags | About | Settings | Inbox

Search For People

Search for Lists | People

Volcanic Ash Cloud
Originally from ICELAND, 8KM tall, love to TRAVEL; ég er ösku ský, gaman að hitta þig! Currently taking a break from volcanoes to explore other creative outlets...
18,964 FOLLOWERS | FOLLOW

Unto Ashes
Unto Ashes (Official)
72 FOLLOWERS | FOLLOW

AshAlerts
Please Follow us. We keep you up to date with the latest news on the volcano and ash clouds, live from Germany.
1,727 FOLLOWERS | FOLLOW

Tweet Airports
Live airports informations. Airports Closed, Ash Cloud, etc.
833 FOLLOWERS | FOLLOW

brk nws travel
brk travel news
@brktravel ash cloud travel news | 'get a free bed service' (do so at your own risk!) | a @brknws service
90 FOLLOWERS | FOLLOW

Douglas MacKinnon
The Latest World Hop News. WARNING, author is prone to sporadic attacks of wisdom.
66 FOLLOWERS | FOLLOW

Lists:


- Airports
- Twibes Beer
- Twibes Beer
- Twibes Beer
- Twibes Beer
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- Media
- Science and Astronomy
- Followed For Fun
- Travel

Tags:

- news
- media
- fun
- bloggers
- airline
- travel
- ebm
- fakes
- music
- musicians

One Line Press Releases
(what's this?)

23% of social posts (like tweets & FB status) include links to content -research by @AOLAdvertising & Nielsen
<http://bit.ly/contentfuelsocial>
Monday, May 23rd

◀▶ All Submit 

Top Tags

activism	environment	politics
activists	green	progressive
art	humanrights	socialjustice
artists	indigenous	socialmedia
arts	liberal	sustainable
children	media	twitter
climate	music	women
eco	news	writers

More top tags →

The Listorious 140

- The Top 140 Lists on Twitter →
- The Top 140 Most Listed People on Twitter →
- The 140 Oldest Accounts on Twitter →
- The 140 Most Followed People on Twitter →

Email Updates

Get updates about new lists on Twitter and news about Listorious

MOBI – MASS OPINION BUSINESS INTELLIGENCE

The screenshot shows a PR Newswire article. At the top left is the PR Newswire logo with the tagline 'United Business Media'. To the right, there are links for 'Send a release', 'Member sign in', 'Become a member', 'For journalists', and 'Global sites'. Below this is a navigation bar with 'Products & Services', 'Knowledge Center', 'Browse News Releases', and 'Contact PR Newswire'. The main headline reads: 'Rajiv Dulepet, Developer of Mass Opinion Business Intelligence, Creates New Computational Framework for Caltech'. Below the headline are social media sharing buttons for Facebook, Twitter, LinkedIn, and a general share icon. The article text begins with 'IRVINE, Calif., Feb. 10 /PRNewswire/ -- WiseWindow, developer of Mass Opinion Business Intelligence, the next generation of web measurement, today announced that company founder and chief technology officer, Rajiv Dulepet, has been named advisor and architect for a new project funded by the National Institute of Health and executed by Caltech. The open-source project will develop a web-based bio-computational tool that allows bio-scientists and bio-computation engineers to "crunch data in the cloud" for large-scale tasks such as processing gene sequence data sets on a large cluster of computers. The new tool allows scientists to save considerable time that's now spent waiting for computations on their desktops by moving these operations to the cloud, thereby freeing up their computers for other work.' A quote from Dulepet follows: '"Working as a lead advisor to Caltech on cloud computing is both a privilege and passion for me," said Dulepet. "It allows me to exercise skills in Internet data gathering and analysis as well as computational framework development."' The text continues: 'In 2004 and 2008, Dulepet served as a visiting scholar at the Stanford School of Management and Engineering, spearheading the development of U.S. Presidential prediction analysis. "I have used many of the same cloud computing and analysis methods in the development of Mass Opinion Business Intelligence," adds Dulepet.' The article then describes MOBI: 'Mass Opinion Business Intelligence is a cloud computing application that uses patent-pending technologies developed by Dulepet in deep website crawling, auto-classification of opinions, relevance recognition and statistical natural language applications to translate millions of mass opinions expressed each day online into actionable data for business. Unlike traditional web measurement based on the presuppositions of key word searches, Mass Opinion Business Intelligence discovers all conversations related to a given topic and extracts only the data that's relevant and valid to a given product, company and market. It's a new generation of web measurement.' A quote from Dulepet states: 'The Caltech project expects to deliver a useful open-source tool for bio-scientists by mid-2010. "I look forward to working with Caltech on other cloud computing programs," Dulepet concluded.' The article concludes with an 'About WiseWindow' section: 'WiseWindow provides a new generation of web measurement technology that goes far beyond traditional keyword searches to mine and analyze millions of opinions expressed in social media each day, identify only those that relate to a given company or product, and refine those opinions into actionable reports. The measurement, called Mass Opinion Business Intelligence (MOBI), was developed by some of the industry's leading experts in web measurement, cloud computing and market research and can discover things like total share of opinion, how it changes over time and how it correlates with share of market – measurements that have never been available through market research. Using 10 standard syndicated reports that track what customers think, what they want, who they follow and what they'll buy, WiseWindow provides relevant, actionable decision support to senior executives, marketers and market researchers. More information can be found at www.wisewindow.com.' The source is listed as 'SOURCE WiseWindow'. On the right side of the article, there are options to 'Print', 'Email', and 'RSS'. Below these are 'Share it', 'Blog it', and 'Blog Search' options. A 'Featured Video' section is present but the video player is blacked out. At the bottom right, there is a 'More in These Categories' section with a dropdown menu currently set to 'Electronics Performance Measurement'. Below this are three recommendations from ThinkAnalytics: 'Les clients passent à ThinkAnalytics Content Recommendations', 'Kunden nutzen verstärkt den Content-Empfehlungsdienst von ThinkAnalytics', and 'Los clientes se conectan a las recomendaciones de contenido de ThinkAnalytics'. At the very bottom right, there are three more dropdown menus: 'New Products & Services', 'Most Read', and 'Most Emailed'. A 'Journalists and Bloggers' section is partially visible at the bottom.

Social Media



wisewindow mass opinion business intelligence™ **product overview**

- Executive Summary 1
- Introduction 2
- WiseWindow: Mass Opinion Business Intelligence Taxonomies 3
- How MOBI Learns 4
- Clustering: How MOBI Sees The World 5
- From Mass Opinion to Business Intelligence 6
- Brief Case Studies 10
- What MOBI Means to You 11

WiseWindow ● 17748 Skyview Circle, Suite 220 ● Irvine, CA 92614 ● 1.800.691.8681 ● www.wisewindow.com

Social Media

Ethical app gives users the choice to 'Buycott'

An app designed to inform users about the ethical standards of companies by scanning the barcodes of their products has launched worldwide.



Photo: WIRED



By **Jennifer O'Mahony**
2:49PM BST 15 May 2013

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5 Comments

Buycott, available for Android and iPhone, traces the "corporate family tree" of a product back to its parent company or conglomerate, allowing users to make decisions as to whether they agree with the political leanings or trading standards of a particular firm before buying.

The inspiration for the app was as a tool to monitor products directly or indirectly associated with billionaire conservatives Charles and David Koch, brothers who control the second largest privately-owned company in the US, Koch Industries.

Bêtes noires of the American Left, the **Koch brothers gave** \$411,000 (£268,000) to Republican federal and state candidates during the 2012 election cycle, with a further \$2.2 million (£1.44 million) going to candidates via Koch Industries and its affiliates Georgia-Pacific and Flint Hills Resources. 95 per cent of Koch Industries' donations went to

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solutions
made real ▶

Promotions »



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Africa | Asia-Pacific | Europe | Latin America | Middle East | South Asia | US & Canada

25 July 2010 Last updated at 14:19

Organisers blamed for German Love Parade deaths

Eyewitness Salil Bhat: "People had trample marks on their face"

Survivors of a stampede at a free dance music festival in Germany in which 19 people were killed have blamed organisers for the deaths.

Witnesses criticised the decision to have just one entrance through a tunnel to the Love Parade, and said they had warned police about overcrowding.

However, the mayor of Duisburg told a press conference that it was too early to blame anyone for the incident.

The organiser of the festival said that there would be no more Love Parades.

"The Love Parade has always been a joyful and peaceful party, but in future would always be overshadowed by yesterday's events," Rainer Schaller said.

"Out of respect for the victims, their families and friends, we are going to discontinue the event in the future, and that means the end of the Love Parade."

Related stories

Eyewitness: 'It was hell'
In pictures: Duisburg stampede

Top Stories

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- Cosmic distance record 'broken'
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- LSE will not charge maximum fees

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Michelle Obama tells schoolgirls she has walked in their shoes
- Love it or hate it**
Not quite to Denmark's taste - 10 facts to spread about Marmite
- The Oprah effect**
The moments that explain her lasting popularity
- Hi-res Chelsea**
High-resolution image of award-winning garden

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Ten things you'll love/hate to know about Marmite	2	

Crisis Communications

‘EMPOWERED CONVERSATIONALISTS’ VITAL!



copyright CWW MMXIII

UK DISTURBANCES - 2011



LONDON cf BIRMINGHAM

**NURTURE COMMUNITY
RESILIENCE**

NATURAL LEADERS

LONDON FIRE BRIGADE

A very social Fire Brigade

- Twitter – live incident information
- Facebook – community fire safety
- YouTube – how to stay safe
- LinkedIn – recruitment



Social Media

The screenshot shows the homepage of Smokey Bear's website. At the top left is the Smokey Bear logo and the text "SMOKEYBEAR.COM GET YOUR SMOKEY ON ONLY YOU CAN PREVENT WILDFIRES." At the top right are social media icons for Facebook, YouTube, Twitter, and Flickr, with a "Join Smokey" button and a "Like 39K" badge. Below the header is a navigation bar with four tabs: "STOP WILDFIRES!", "SMOKEY'S JOURNEY", "SMOKEY KIDS", and "RESOURCES". The main content area features a large video player on the left showing a cartoon scene with a spotted fawn and a rabbit. To the right of the video is a "TAKE THE PLEDGE" section with the text "GET YOUR SMOKEY ON! Sign the pledge to help stop wildfires!" and a "View and make the pledge" button. Below this is a "Watch More" section with four video thumbnails, each with a "Transcript" link. At the bottom are four colored boxes: "SMOKEY KIDS" (orange), "STOP WILDFIRES!" (blue), "SMOKEY'S JOURNEY" (green), and "WILDFIRES BURNING" (grey). The "WILDFIRES BURNING" box contains a map titled "Current Large Incidents February 10, 2010" showing wildfire activity across the United States. The footer contains a navigation menu and site sponsors including A&E, USA, and the National Fire Protection Association.

Social Media

3 IS A SPECIAL NUMBER

NETIQUETTE

Listen – The ‘Fortnight Feel’

Stay on Topic - Don’t impose your Agenda

Be Polite, Open & Honest

Posts are Public – Parents, Partners, Children

<http://www.bbc.co.uk/webwise/guides/about-netiquette>

<http://www.learnthenet.com/learn-about/netiquette/>

THE LAW

Defamation – Libel & Slander

Internet - Publishing & Broadcasting

Slander & Libel – Onus on you to Prove it

Liberace v Daily Mirror - *the summit of sex - the pinnacle of masculine, feminine, and neuter. Everything that he, she, and it can ever want... a deadly, winking, sniggering, snuggling, chromium-plated, scent-impregnated, luminous, quivering, giggling, fruit-flavoured, mincing, ice-covered heap of mother love."*

THE LAW

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24 May 2013 Last updated at 16:16 2.2K Share

High Court: Sally Bercow's Lord McAlpine tweet was libel

A tweet published by Sally Bercow about Tory peer Lord McAlpine was libellous, the High Court has ruled.

The wife of Commons Speaker John Bercow tweeted two days after BBC Newsnight wrongly linked a "leading Conservative politician" to sex abuse claims.

Amid widespread speculation about his identity, she wrote: "Why is Lord McAlpine trending. 'innocent face'."

Mrs Bercow said she was "disappointed" by the ruling but the peer's lawyer said she had caused "unnecessary pain".

After the ruling by Mr Justice Tugendhat in Lord McAlpine's favour, Mrs Bercow said she had accepted a settlement with the peer's lawyers.

The amount of damages has not been disclosed.

'Seen sense'

Last November, Newsnight implicated a Thatcher-era politician in allegations that boys were sexually abused while in the care of a children's home in Wales in the 1970s and 1980s, but it did not name Lord McAlpine.

The former Conservative Party treasurer was then wrongly identified on the internet.

The BBC apologised unreservedly to Lord McAlpine and settled his defamation claim for £185,000.

Mrs Bercow said her tweet was meant to be "conversational and mischievous"

Lord McAlpine's solicitor, Andrew Reid: "It's been a great strain both for [Lord McAlpine] and his wife."

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THE LAW

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SOCIAL MEDIA – BEWARE!



Cisco just offered me a job! Now I have to weigh the utility of a fatty paycheck against the daily commute to San Jose and hating the work.

3:17 AM Mar 16th from web



TO CONSIDER

SOCIAL MEDIA IS NOT a replacement for a formal warning and informing service

Make sure you are monitoring any feedback – not a one way system

Use RSS to link to websites

Devolved Control of Command & Control

Find Social Media partners to share and re-tweet – Now

Monitor your partners

Use aggregators to check what is going on

CONCLUSION

- **Traditional Media – Command & Control**
- **Culture Change – Real Staff Empowerment**
- **Changing Media Landscape – Audience Active not Passive**
- **Social Media – Two Way – Real Time Information**
- **Opportunity to Myth Bust**
- **Speed of Reply – Essential**
- **Not an Add-On – Need to Resource properly**
- **Trust, Control & Benefit – Common to both Traditional & Social Media**
- **Research sites – What Concerns People - Target Messages**
- **Embrace now – Start dialogue now to build Trust**

Social Media

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