



Crisis Communications

Meet Your Panel



Elodie Fichet

[@ElodieFichet](#)



Eric Frank

[@Fyrechief](#) (personal Qs)
[@CRESATalk](#) (Agency Qs)



Steven Friederich

[@reportersteven](#) (personal Qs)
[@waEMD](#) (Agency Qs)



Social Media First.... And Second... And Third...

Press Release Next.



WASHINGTON MILITARY DEPARTMENT



Seattle Fire Dept  @SeattleFire · 24 Sep 2015
Firefighters on scene of bus vs duck tour vehicle on Aurora near bridge.



68



22



Seattle Fire Dept  @SeattleFire · 24 Sep 2015



246



62



Seattle Fire Dept  @SeattleFire · 24 Sep 2015
Firefighters still evaluating patients. Confirm 2 fatalities, 9 critical injuries. Media area near south end of bridge. Briefing at noon.



246



29





WASHINGTON MILITARY DEPARTMENT



WA Emergency Mgmt @waEMD · 28 Jun 2015

Our EOC is now fully activated to phase III in support of Chelan County. Follow #SleepyHollowFire & @waDNR_fire for updates. #WaWILDFIRE



44



16

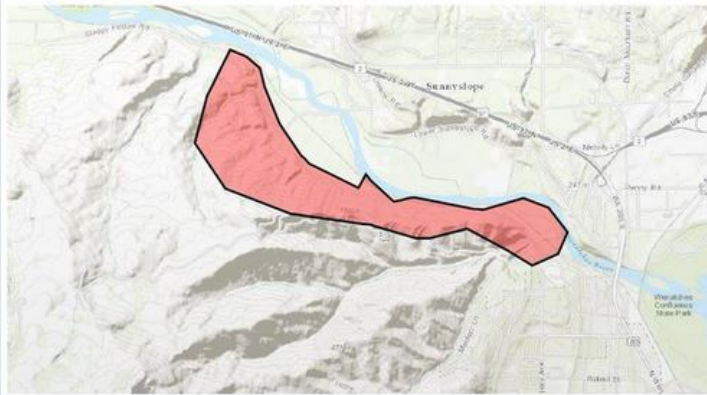


WA Emergency Mgmt @waEMD · 29 Jun 2015

Lots of requests for map of #SleepyHollowFire. For illustrative purposes only, this is what it looks like #WaWILDFIRE

Sleepy Hollow Fire - Chelan

For illustrative purposes only – not the actual fire perimeter



30



11



WA Emergency Mgmt @waEMD · 29 Jun 2015

Shelter in Place order for 1/2 mile S of Bluebird facility #wawildfire #SleepyHollowFire mil.wa.gov/uploads/pdf/em...



■ Stay inside.



■ Close all windows and doors.



■ Turn off ventilation systems (heating and air-conditioning, fireplace dampers, etc.).



■ Go into a room with the fewest doors and windows and seal the room.



■ Stay in the room until told by the authorities that it is safe to come out.



31



9





WASHINGTON MILITARY DEPARTMENT



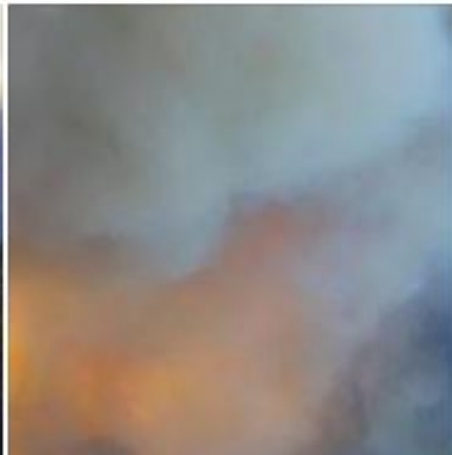
Washington Emergency Management Division added 2 new photos.

Published by Stvn Friederich-wys [?] · August 22 at 6:52pm ·

As of this afternoon, there were 590,000 acres burned across Central and Eastern Washington. Active fire acreage is 520,000 acres that continue to burn. The good news is more help is on the way. An extra 200 Guardsmen will arrive by Sunday, bringing the total to 700 members of the Washington National Guard. Cool factoid: At least 276,000 gallons of water have been poured using the Guard's existing Blackhawks -- with MORE Blackhawk help on the way from Minnesota, Wyoming and Colorado. By Sunday, there should be 10 Blackhawks helping out.

Another 200 Guardsmen will then receive fire training so they can relieve firefighters that have been on the lines for a while.

#wawildfire #wawildfires #alwaysreadyalwayssthere



Washington Emergency Management Division

Published by Stvn Friederich-wys [?] · August 21 at 7:44pm · Edited [?]

There are now nearly 500 Washington National Guard members fighting the fires in Eastern Washington. This is helmet camera footage of Washington National Guard Black Hawk pilot and crew dipping and dropping buckets of water on the First Creek Fire near Chelan. The bucket has a 660-gallon capacity. #firstcreekfire #chelanfire #wawildfire #wawildfires #alwaysreadyalwayssthere

Chelan County Emergency Management



Tell the story on Facebook.



WASHINGTON MILITARY DEPARTMENT



WA Emergency Mgmt @waEMD · 30 Aug 2015

W/ @WA_DeptofHealth we've distributed 100,000 N95 masks to help w/ #wawildfire smoke. Info: doh.wa.gov/CommunityandEn...



18 14

Stats and
actionable
information
matter.



Washington Emergency Management Division

Published by Stvn Friedrich-wya [?] · August 19, 2015 ·

Six Red Cross shelters are still operating 24/7 and open to anyone impacted by #wawildfire activity. See the map for locations. Share with anyone you think may be impacted or know someone impact by the fires raging across Eastern Washington.

As of Tuesday, Aug 18, shelters are open at the following locations:

- Sterling Intermediate School
600 N. James, East Wenatchee, WA... [See More](#)



10,884 people reached

Boost Post

Like Comment Share

Maryjane Eichinger, Kay Huffman and 20 others

Top Comments

77 shares



Write a comment...



Trevor S. Crockett From the west side... Keep up the outstanding comms EMD.

Unlike · Reply · Message · 2 · August 19, 2015 at 5:57pm



WASHINGTON MILITARY DEPARTMENT



Washington Emergency Management Division

Published by Stvn Friederich-wya [?] - August 21, 2015 ·

Recursos para los Afectados por Incendios en Washington
<http://cha.wa.gov/wildfire-resources/> #wawildfire #Español

Resources available in Spanish for those impacted by the wildfire in Washington.



Wildfire Resources – NEW! | Washington State Commission on Hispanic Affairs

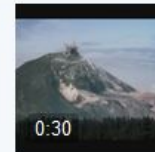
Recursos para los Afectados por Incendios en
Washington Para ver este página en ingles haga...

CHA.WA.GOV



Pjhseattle @pjhseattle · 17h

Imágenes q' viven en la memoria de muchos de quienes vivimos en esta región de #WesternWashington, #MtStHelens



WA Emergency Mgmt @waEMD

Here's what it looked like to @WANationalGuard responding to #MtStHelens 36 years ago today
[youtube.com/watch?v=iEJS2w...](https://www.youtube.com/watch?v=iEJS2w...)



WA Emergency Mgmt ✓

@waEMD

@pjhseattle Cómo prepararse para una caída de cenizas mil.wa.gov/uploads/pdf/em...

View translation

2:50 PM · 19 May 2016

How will you handle limited English proficiency populations?



WASHINGTON MILITARY DEPARTMENT



Our social media strategy follows the Emergency Management Cycle



WASHINGTON MILITARY DEPARTMENT



Washington Emergency Management Division

Published by Stvn Friederich-wya [?] · September 17 · Edited [?] ·

When an 8.3 earthquake hit the coast of Chile yesterday evening, it set off a bit of a scare that a tsunami wave might come our way. No warnings or advisories were issued for our coast, however, there was an advisory for the California coast. At COQUIMBO, CHILE the tsunami rose 15.6 feet. As the waves dispersed and hit Hawaii, the waves just rose to 1.9 feet at KAHULUI, HAWAII and 0.8 feet at Crescent City, California. (These are water levels above the tide level at the time ...

[See More](#)



1,525,171 people reached

[Boost Post](#)

217 Likes · 10 Comments · 207 Shares



WASHINGTON MILITARY DEPARTMENT



WA Emergency Mgmt @waEMD · 2m

Dear Jon. You should have brought an emergency kit. Just saying. This list will help mil.wa.gov/uploads/pdf/er...

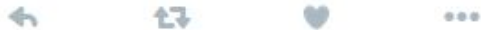
Jon Humbert @jonhumbert

Dearest mother:
it has been but 8 hours since the viaduct was closed. Provisions are low.
Communication has fallen. Please remember me.



Jon Humbert @jonhumbert · 52s

@waEMD Ha! Love it



[View conversation](#)



WSDOT Traffic @wsdot_traffic · 17 Apr 2015

My reaction when I heard about I-5 Lynnwood #Beenado. Avoid the area (at 405) if you have bee allergies.



Humor is OK when appropriate.



WA Emergency Mgmt @waEMD

@wsdot_traffic Not really sure how anyone is supposed to prepare for a #Beenado....



RETWEETS
18

LIKES
19



7:03 AM · 17 Apr 2015





WASHINGTON MILITARY DEPARTMENT





WASHINGTON MILITARY DEPARTMENT



Elma Police Department

on Monday



UPDATE---- Subject located and identified. Thank you for all your help.

Looking to identify this subject. Any help would be appreciated. Any information please call Sgt Don Kolilis at the GHCSO



👍 14 💬 4 ➡ 89



WASHINGTON MILITARY DEPARTMENT

Remember
who could
be reading.



Washington Emergency Management Division

Written by Stvn Friederich-wys [9] · April 20 at 8:00pm ·

Meet Pickles the dog & owner Raquel Lackey. After the 530 Landslide at Oso, the shootings at Marysville Pilchuck High School & even the recent wildfires, Pickles was there to give comfort. They took a few minutes during Partners in Emergency Preparedness Conference in Tacoma today to talk about why. Learn more about HOPE Animal Assistance Crisis Response at www.hopeaacr.org #piepc2016



Get More Likes, Comments and Shares

This post is performing better than 95% of other posts on your Page. Boost it to get more great results.

11,023 people reached

Boost Post

4.1K Views



Like



Comment



Share



119

Top Comments *

52 shares



Write a comment...



Nichole Wilde The HOPE dogs were the single most wonderful service as I waited for my family to be recovered from the Oso slide. I appreciated them coming back for the road opening and the first anniversary event as well.

Unlike · Reply · Message · 9 · Yesterday at 5:44am



Washington Emergency Management Division Thank you for sharing your story.

Like · Reolv · 3 · Commented on by Stvn Friederich-wys [9] ·



WASHINGTON MILITARY DEPARTMENT



Get verified.

Twitter: <http://bit.ly/GovElectionsVerify>

Facebook: <http://bit.ly/VerifiedonFacebook>



WASHINGTON MILITARY DEPARTMENT



Mount St. Helens: Earthquake Swarm Detected Below Washington Volcano, Report Says

The swarm is occurring several kilometers below the currently dormant volcano, Erik Klemetti of Wired reported. They are occurring as Mount St. Helens is "recharging" its magma stores.

5,296 shared this

Share

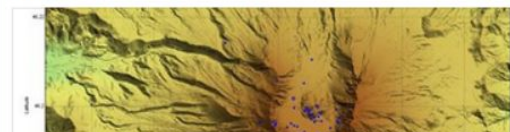
Involved in This Story

USGS Volcanoes added 3 new photos.

Agency monitors volcanic activity · May 6 at 7:00am ·

Mount St. Helens is one of the most well monitored volcanoes on the planet. Since the catastrophic eruption of May 18, 1980, scientists have conducted research and collected data on the volcano, learning more about its typical behavior. There is absolutely no sign that it will erupt anytime soon, but the data we collect tells us that the volcano is still very much alive.

Beginning March 14, 2016, a number of small magnitude earthquakes have occurred beneath the volcano, at a... [See More](#)



TRENDING

- Mount St. Helens: Earthquake**
Swarm Detected Below
Washington Volcano, Report Says
- Solomon Islands: Sea Level Rise**
Causes 5 Islands in Western Pacific
Nation to Vanish, Study Says

Top

Latest

Photos

Videos

Pa

Involved in This Story

Agency monitors volcanic activity

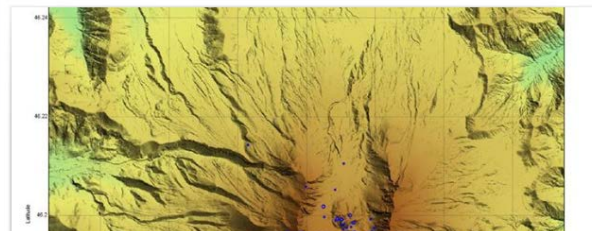


USGS Volcanoes added 3 new photos.

Friday at 7:00 AM ·



Mount St. Helens is one of the most well monitored volcanoes on the planet. Since the catastrophic eruption of May 18, 1980, scientists have conducted research and collected data on the volcano, learning more about its typical behavior. There is absolutely no sign that it will erupt anytime s... [See More](#)



Agency monitors tectonic activity



Pacific Northwest Seismic Network shared IRIS Education and Public Outreach's post.

Friday at 1:27 PM ·



IRIS Education and Public Outreach

Friday at 6:46 AM ·

"At many volcanoes, there is a constant background din of small earthquakes caused by magma, ho... [Continue Reading](#)





Know your audience.

W
CHEER AND DANCE
TRYOUT LOOK

MAKEUP DO'S
BRONZE, BEACHY GLOW
FALSE LASHES
GIRL ABOUT TOWN LIPSTICK
FLATTERING EYE SHADOW

MAKEUP DON'TS
DARK, SMOKEY EYES
NUDE LIPS
TOO MUCH MAKEUP
HARSH LINES/CONTOURS/COLORS

BODY DO'S
PHYSICALLY FIT, ATHLETIC PHYSIQUE
NUDE OR NO FINGERNAIL POLISH
NATURAL TAN/SPRAY TAN

BODY DON'TS
JEWELRY OF ANY KIND
VISIBLE TATTOOS
DISTRACTING FINGERNAIL POLISH

HAIR DO'S
HAIR DOWN
CURLED OR STRAIGHT
VOLUME
PARTIALLY OFF FACE

HAIR DON'TS
PONYTAILS
SLICKED BACK
TRENDY COLORS

ATTIRE DO'S
SOLID BLACK SPORTS BRA
MID-RISE BLACK SHORTS
CHEER SHOES (GOED FULL TRYOUT/DANCE FRIDAY)
JAZZ SHOES (DANCE FRIDAY NIGHT/SATURDAY)

ATTIRE DON'TS
COLORS OTHER THAN SOLID BLACK
TOPS THAT COVER THE MIDRIF
HIGH-WAISTED SHORTS
RUNNING SHOES

THE LOOK

THE MAKEUP
"Game Day" ready
Natural eye shadow
Natural blush
Crimson Lipstick

THE HAIR
Half Up
Curled
Out of face
Small ribbon ok

THE BODY
Athletic Physique
No visible tattoos
No jewelry or piercings
French tip or Clear fingernails

THE SOCKS
White crew socks
Nike logo ok

THE OUTFIT
Black sports bra
Black spandex/shorts
Cheer shoes
Nike logos ok

The DO'S & DON'TS

Other logos/colors

Extreme highlighting/shadowing
Glitter

Crazy Colors
Extreme Styling
Unkept

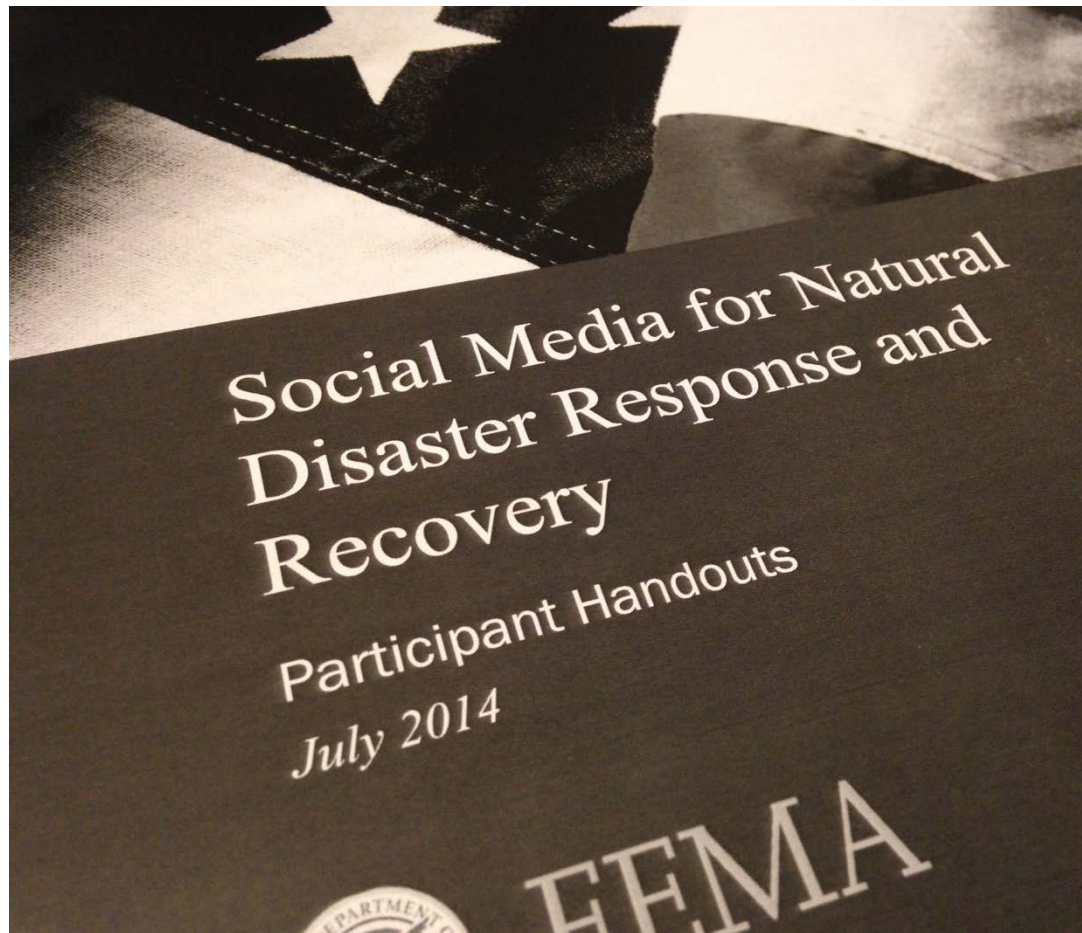
Visible tattoos
Visible body piercings
Finger nail colors





WASHINGTON MILITARY DEPARTMENT

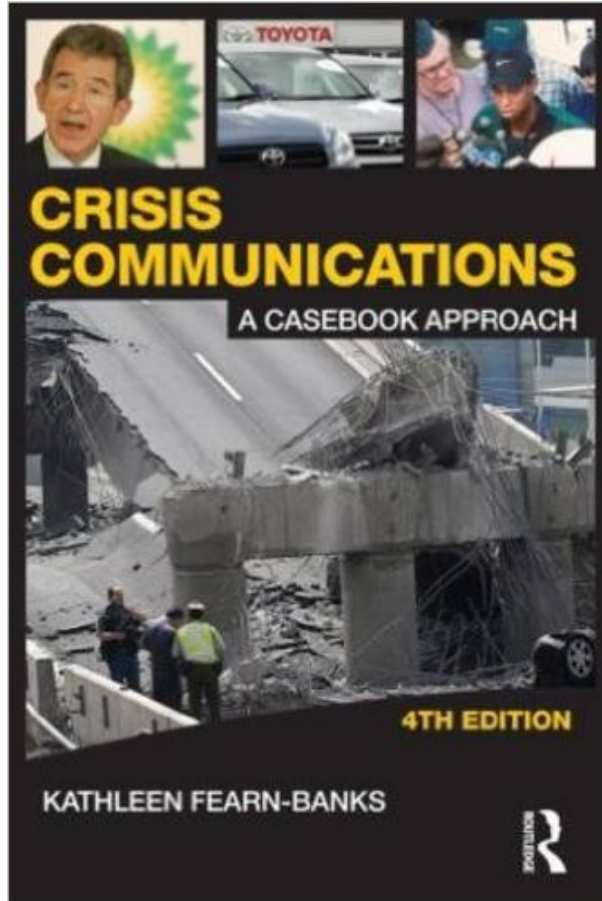
Free training!



<https://ndptc.hawaii.edu>

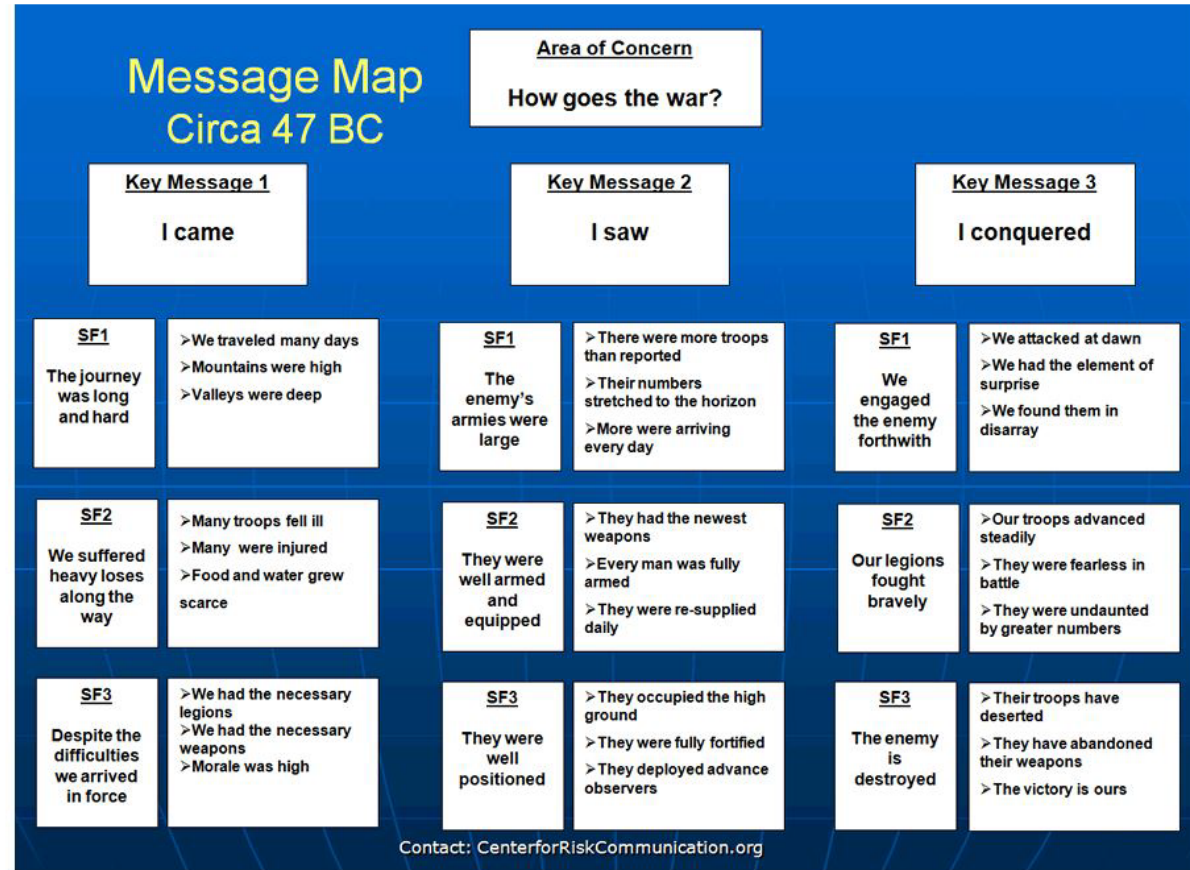


Dr. Vincent Covello



Fearn-Banks

Example Message Map: "Veni, vidi, vici"



<http://centerforriskcommunication.org>

VOST<))

VIRTUAL OPERATIONS SUPPORT TEAMS : THE BASICS

ERIC FRANK

PUBLIC INFORMATION, EDUCATION, & OUTREACH

CRESA (CLARK REGIONAL EMERGENCY SERVICES AGENCY

@CRESATalk @CRESA @Fyrechief



COURSE OBJECTIVES

MY EXPERIENCE

WHY VIRTUAL TEAM?

TYPES OF VIRTUAL TEAMS?

HOW TO CREATE VIRTUAL TEAMS?



My Experience

- 18 Years Vol FF/EMT
- 5 Years as Fire Chief
- 8 Emergency Manager
- Field Innovation Team
- Virtual EMA
- #SMEM
- #VOST



VIRTUAL EMA

EMERGENCY MANAGEMENT ASSOCIATION



Social Media Changes Emergency Response

Overwhelming Response on Social Media During Disasters

Communities have Higher Expectations

- Speed
- Accurate
- Media Officials Expect Information to come out via Social Media



SOCIAL MEDIA IS MORE THAN FACEBOOK AND TWITTER

Most Common Platforms:

- Facebook
- Twitter
- Instagram

All Supported by #Hashtags

**Social Media is Constantly
Changing and Growing**

**It's Important to Know the
Common Platforms for Your Area**



WHAT IS VOST?

Trusted Agents

- Monitoring Social Media
- Off-site Volunteers
- Increase Capacity Without Requiring Space

VOST's are Comprised of:

- Both National and International
 - Allowing 24/7 monitoring
- Team are organized & directed by trained agents
- VOST's are activated to perform specific functions of affected organizations
 - Incident Management
 - Incident PIO's
 - Emergency Operator



Emergency
Management
Agency

+

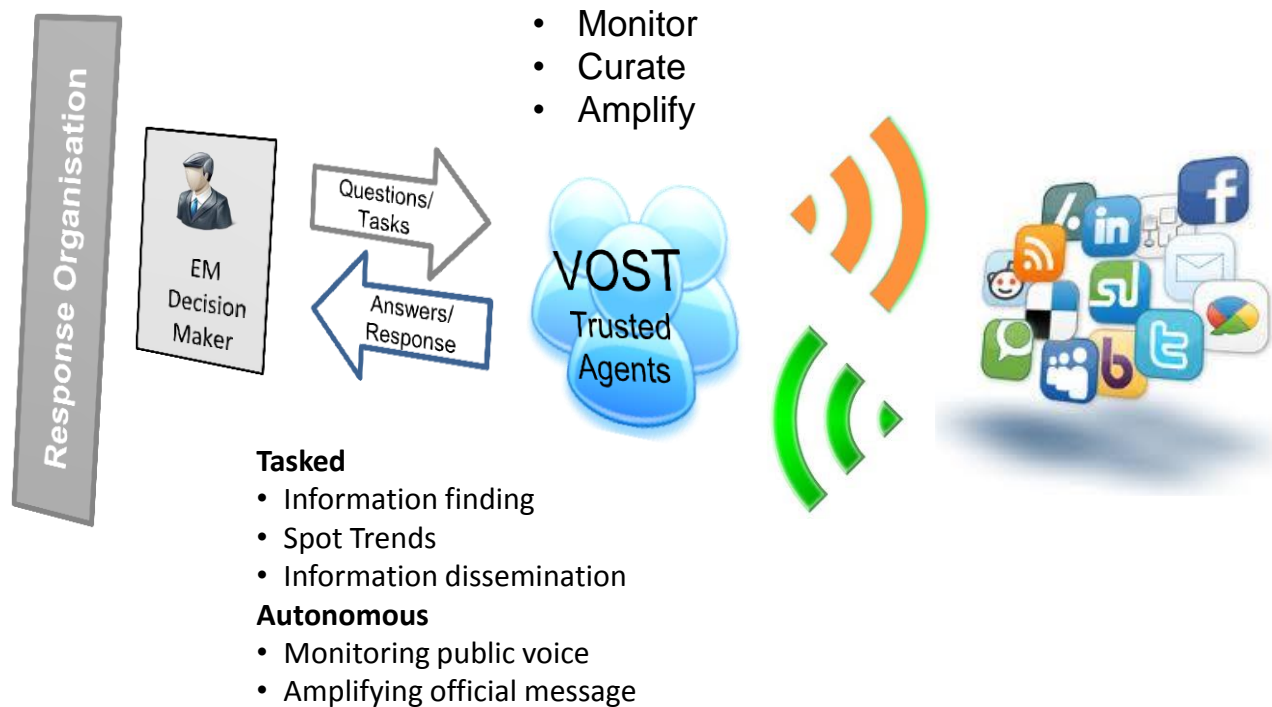


=

Engaged
Community
Resources



What Does a VOST Do?



2011 Shadow Lake Fire



“They found a blog by a guy who was unhappy that some fire vehicles were misrouted and accidentally ended up on the wrong back roads of the community, using small bridges that even school buses didn't drive over because they were historic and/or unsafe. And he didn't have much confidence in our ability to fight a fire when our trucks got lost in the woods. And he posted pictures. But because [the VOST] brought the blog to my attention, I was able to grab the Liaison Officer, show him, talk about it and we sent him out to meet with the man, walk over the bridges, check for damage and basically deal with and defuse a situation that could have caused us community conflict.”

-Kris Eriksen, Public Information Officer for the National Incident Management Organization (NIMO)

VOST History

Using Additional Trained Resources is NOT a New Idea

- Amateur Radio Supports Communications
- American Red Cross use of Digital Volunteer Programs

VOST's Have Been Operating for Over 4 Years

Utilized during Wildfires, Floods, Tornadoes, Law Enforcement Missions

Global VOST Community That's Always Researching and Testing Solutions

Types

- Platform Development
- Comprehensive Message Creation and Archiving
- Trend Analysis
- Social Media Monitoring and Reporting
- Prevention/Monitoring for Emerging Issues



Google Workbook

Use Modified ICS Forms to Track Information/Missions Working in Two Categories

- Back Channel
 - Search Locations
 - Curation Site
 - Analytics
 - Collaborative Documents
 - File-Sharing
 - Archiving
 - Group Txt
- Public Facing Resources
 - Website
 - Social Media Platforms
 - Curation Sites
 - Docs
 - Maps
 - Video Sites

Oregon VOST Umpqua Shooting

File Edit View Insert Format Data Tools Add-ons Help Last edit was made on October 27 by Cheryl Bledsoe

Oregon VOST Workbook Template - based on PNW VOST Workbook Template v4.0 described below - modified to make it ready for rapid Oregon VOST activation as needed

for more info, or questions:

	contact:	phone/text	email	twitter	Skype	email for googledocs
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Alternate OR-OEM Contact:						
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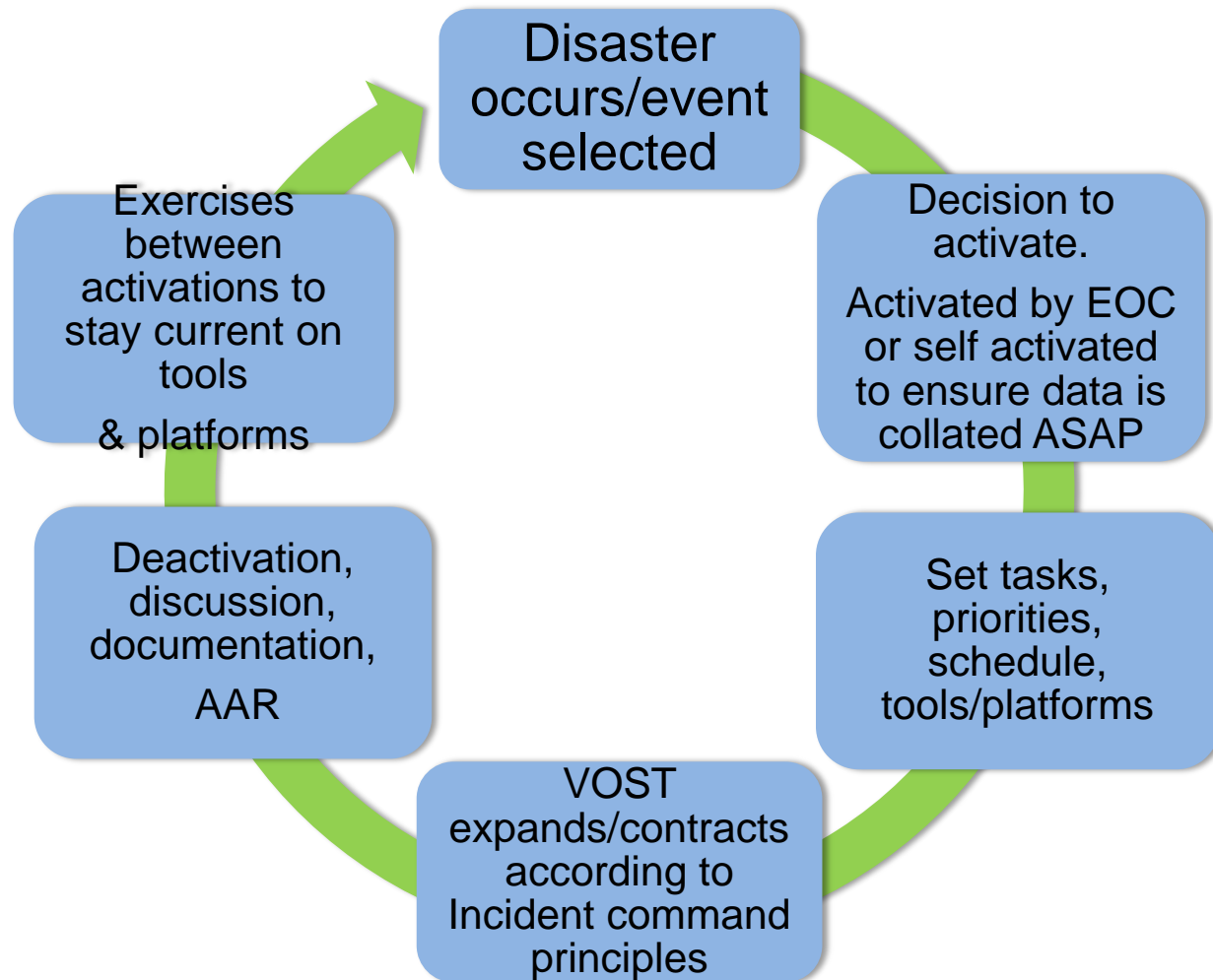
for more info contact Scott Reuter *** ph/text: 503-791-0802 *** twitter: @sct_r
email: scottreuter@mac.com *** Skype: reuter.scott

PNW VOST Workbook Template v4.0
If you need help with modifications on your own copy, contact @TheRedElm on Twitter

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Navigation: Cover | INTRO (start here) | ICS 204 Modified | General Availability Table | Check In/Out | VOST Activity Log | Key Websites & Resources | MISSION 1: Tracking T

So How Does That Work In Real Life?



VOST in the News



VOST Activation

Response Organisation

Step 1: EM Organization
activates VOST team leader,
(or VOST decides to self-
deploy if pre-arranged with
criteria)



Step 2: VOST Team
Lead
activates local and
nonlocal team members

Contact Information

Contact Information:

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Website: www.CRESA911.org

Phone: 360-601-8962 (cell/text)

