Breaking News: PIO and Social Media Roles in Emergency Management and Response

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WHO I Am …

- Director of Public Relations and Legislation at Mayers Memorial Hospital District
- Public Information Officer
- Safety/Disaster Co-Coordinator
- 25 years of communications experience
- Work closely with all facility departments, local schools, media and local law enforcement agencies
- Plan and facilitate hospital-wide trainings, and coordinate educational materials for staff
- Experienced two wildfire disasters
- Specialized training in health care marketing, emergency management, special districts and public relations
The public information officer (PIO) is a vital part of the incident command team, charged with delivering accurate information to the right people at the right time. This session will review the role of the PIO and present attendees with strategies for utilizing social media for emergency communications.

**WHAT We Will Discuss ...**
August 2014
Burney, California

EILER FIRE

The Questions Start ...

EVACUATIONS?
WHERE?
WHEN?
WHO?
HOW?

The community, family and friends
ALL want
ANSWERS …
News Travels FAST

Northeast California wildfire destroys 8 homes

Barney was threatened by the more destructive of the two, prompting officials at Mayer Memorial Hospital to evacuate their 49-bed annex for patients with dementia and other conditions requiring skilled nursing. The patients were transferred to a hospital in Redding, about 55 miles away, the hospital reported on its website.

HICS Command Team
The Public Information Officer is responsible for **COMMUNICATING** the **MESSAGE** ...

"Get the **RIGHT** information to all of the **RIGHT** people at exactly the **RIGHT** time, so everyone is empowered to make the **RIGHT** decisions."

**The Role of the PIO**

**Shape** the message ...  
Don’t be **Shaped** by the message

Lead the **Crisis**  
or the **Crisis** will lead you

The **PIO** is the **FACE** of the **TEAM**

**Crisis Communications**
We Have ONE Chance to Make a FIRST Impression

- Establish credibility
- Provide knowledge of the event
- Provide knowledge of what to do
- Project a positive image
- Get the media to tell our story
- Include official information as a part of the story
• Assess the current situation
• Set communication goals
• Identify intended audiences
• Develop and pre-test message
• Determine channels, materials, partnerships and activities
• Develop action plan
• Develop and pre-test materials
• Implement, evaluate and modify plan

Planning the Process – 8-Step Communication Model

• **Command the MESSAGE**
  ◦ Information your audiences NEED to know
  ◦ Information on HOW you are going to address/solve the issue at hand
  ◦ Information on your position (readiness)
  ◦ Don’t be generic

• **Practice the 3 Cs**
  ◦ Control, Competence, Concern

• **The golden hour**
  ◦ Get information out quickly – or others will shape your message

• **Mistakes happen** – what to do?

Command the MESSAGE
Strategic Communication Can:

- Save lives
- Reduce injury
- Protect property & environment

HOW?

- Raising public awareness
- Increasing disaster preparedness
- Effective communication in a disaster

Communication Matters

Responsibility Checklist

- Work with Incident Command on information
- Develop materials for media briefings
- Obtain approval for media releases
- Contact with media
- Arrange briefings, tours, interviews
- Establish and work with joint information center (JIC) if necessary
• Maintain summaries of incident
• Activity log (ICS214)
• Manage inquiries
• Coordinate public information and warnings
• Monitor media for accuracy
• Forms, reports, documentation, debriefing

Responsibility Checklist (cont.)

When do you wear your PIO Hat?

ALWAYS!

• Community preparedness
• Risk reduction
• Education/awareness

Not ONLY in a Disaster Situation
• Training/Exercises
• Updated crisis communication plan
• Media relationships/contact lists
• Resource kits
• Considerations for ALL populations
• Equipment and resources
• Familiarity with JICs

Effective PIOs

Preparedness
Response
Recovery

Best Practices
The Changing Media World

• Changing Population
  ◦ Growth, poverty, life expectancy
• Culture
• Access to information/communications
• Today’s media – facts and notes

FACTORS IN HOW WE DO OUR JOB

Change, Change and More Change
Social media is the NEWS for many ... • Primary news source • Number one form of communication

Social Media Isn’t Just SOCIAL
Why social media is important in today’s media environment ... How it fits in emergency management

- Outlets
- Rapid communication
- Public participation
- Larger reach
- Situational awareness
- Monitor and respond

Really?? For Emergency Management?

PROVIDE SERVICE

ACHIEVE OUTCOME

STIMULATE PARTICIPATION

Functions of Social Media
Building & Implementing SM

- What is to be **ACHIEVED**
- How to **ENGAGE** target audiences
- **FOCUS** on select few
- Create **TRIAL** accounts
- **SUPPORT** structure

Development Stages of SM

- **MONITOR**
- **COMMAND/CONTROL**
- **COORDINATE**
- **COOPERATE**
- **COLLABORATE**
### Challenges with Social Media

- Leadership approval
- Staff skill and knowledge
- Consistency
- Technical issues
- Privacy and security
- Access - 22% of adults do not have Internet
- Credibility
- Easy access can be both POSITIVE & NEGATIVE

### Table

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<thead>
<tr>
<th>Level 1 Monitor</th>
<th>Level 2 Command</th>
<th>Level 3 Coordinate</th>
<th>Level 4 Cooperate</th>
<th>Level 5 Collaborate</th>
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<td>(Listening in order to get your battle rhythm) One way communication from the public, intended to inform and instruct (the EM).</td>
<td>(Broadcasting) One way communication to the public, intended to convince, compel, instruct.</td>
<td>(Conversation) 1 or 2 way communication intended to avoid or minimize conflict.</td>
<td>(Discussion &amp; Analysis) Two way communication intended to facilitate shared expectations.</td>
<td>(Synthesis and Value Creation) Two way communication that produces shared meaning and objectives.</td>
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| Means focused | Means focused | Ends focused | Shared means and ends | Shared means and ends |

| Prevention |
| Preparation |
| Mitigation |
| Response |
| Recovery |
Social Media in Action

The Official Twitter of Cal Fire PIO
DANIEL BERLANT

CAL FIRE PIO Berlant 0:
CAL FIRE District of Public Information
Daniel Berlant
Palm Bay
Date: February 2009

Social Media in Action

Residents should be returning home soon - @SheriffSanMateo the go should be manageable.

Mayo Clinic Hospital District
August 3, 2014

FIRE UPDATE - Important Notice: MHC disaster team has established incident command at the Burany Annex and is evaluating the advisory evacuation of Burany. At this time we are NOT evacuating the facility, but have everything in place has need to. Update will be provided regularly.

Mayo Clinic Hospital District
August 3, 2014

12:15 am Update - There is no change in status at the Burany Annex following the morning briefing. It has fast communication with law enforcement officials and has satisfied the process for mandatory evacuation if needed.

Mayo Clinic Hospital District
August 3, 2014

Team briefing - no current update available from agencies as of yet. Evacuations are still in place for Almaden Reservoir, Lower Almaden Reservoir, and one advisory recommendation still in the area. We are expecting an update within the hour. There are employees on high alert and ready if an evacuation order is put in place. Patient safety is our top priority.

Mayo Clinic Hospital District
August 3, 2014

13:05 - August 3, 2014
MED-2 Disaster Team, medical staff and Burany Annex patients have made it to the Mayo Clinic Hospital District. The staff is very professional, organized and gracious. We extend sincere thanks to their staff. At this time, incident is being reviewed by both staff.
“In an emergency, you must treat information as a commodity as important as the more traditional and tangible commodities like food, water and shelter.”
— Jane Holl Lute, Deputy Secretary, Homeland Security

“We used to worry about accuracy, now we worry about speed.”
— Tom Olshanski, Director of External Affairs, U.S. Fire Administration

Summary

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Resources
Questions?

Thank You!

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