

## **Results of Social Media Tsunami Drill**

**All numbers current at 3:15 PM PDT – Friday March 28, 2014**

Wednesday, March 26 at 10:15 AM PDT was the annual test of the tsunami communications and warning system in the state of California. The National Weather Service and Cal Office of Emergency Services conduct this test in conjunction with Tsunami Preparedness Week. The typical test has focused on activation of the Emergency Alert System – sounding a tone through the Weather Radio system and sending that tone to broadcast radio and television stations. Various warning systems in coastal counties and communities across the state are activated – sirens, county phone trees, reverse 911 systems, and variable highway message boards.

This year, to explore the addition of a social media component into the drill, the National Weather Service office in Monterey created a Facebook and a Twitter Tsunami Drill to coincide with the traditional communications test. The goal was to explore the reach of a social media drill and see how many people could be reached by the drill.

Leading up to the drill, NWS Monterey contacted all local Bay Area media and emergency management partners to inform them of the test and request their support with sharing the images on social media. Outreach to fans and followers from the public on Facebook and Twitter was also done prior to this event. NWS Monterey also reached out in advance to national level emergency response and media partners across all sectors – including the Weather Channel, Accuweather, Weather Underground, the National Guard, FEMA, Western Region NWS, National Headquarters of NWS, NOAA, Department of Commerce, and the U.S. Coast Guard.

This year's Tsunami Communications test from the NWS Monterey Office featured a bilingual component. The EAS activation included English and a Spanish Tsunami Drill message, and there were simultaneous bilingual social media drills.

The drill went off without any major hitches – and the traditional communications test and the social media test were conducted as planned – with a huge reach and were shared and retweeted across Facebook and Twitter numerous times. A more detailed summary of the results is on the next page.

We will plan to make this a regular inclusion in our annual tsunami communications test and continue to grow the social media base required to ensure that it can be an effective part of warning operations. There are many pitfalls to consider when including social media in warning operations, but we must include it due to its extensive reach and ability to quickly travel in a viral nature. Care must be taken to ensure that messages are accurate and timely, and distributed via a credible source.

### Facebook Tsunami Drill

Language	Shared	Liked	Reach	Comments	New Fans that day
English	480	669	24,800	40	48
Spanish	21	65	2,769	1	

### Twitter Tsunami Drill

Language	Retweeted	Favorited	X times normal reach	New Followers that day
English	526	43	114 times normal	109
Spanish	164	27	42 times normal	