



Social Media Command Centers
Would Prove to Be Valuable
Assets During Times of Crisis

E-Leader Bangkok,
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Conor Cusack, M.P.A.

My Introduction to a Social Media Command Center: Cloudforce Cloud Computing Conference 2012, New York City



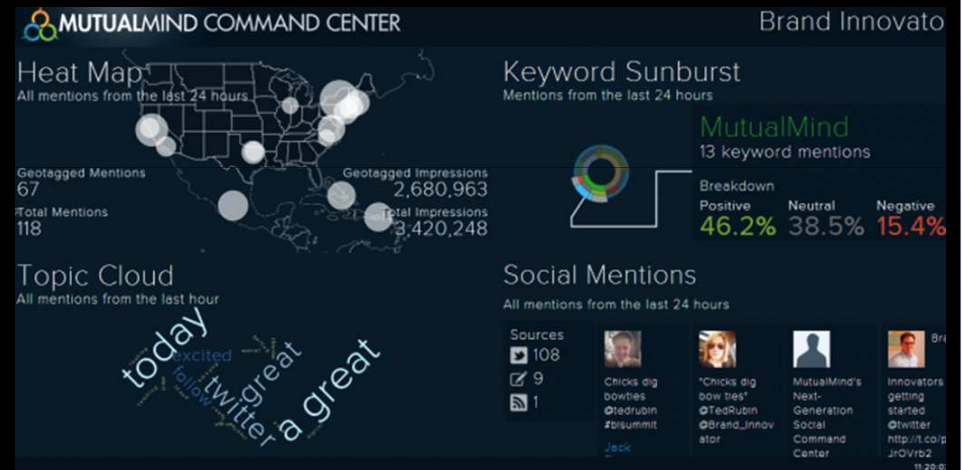
Command Center was used during Cloudforce to:

Curate, organize, and disseminate real-time event information

Display attendee text messages, tweets, and workshop content information all in high definition multi-screen display



A Few Other Business Models of Social Media Command Centers (Intel, MutualMind)



Topics Highlighted by the Salesforce Social Media Command Center included:





At Cloudforce, I Considered How Social Media Command Centers Could be Valuable Assets Before, During, and After Times of Crisis





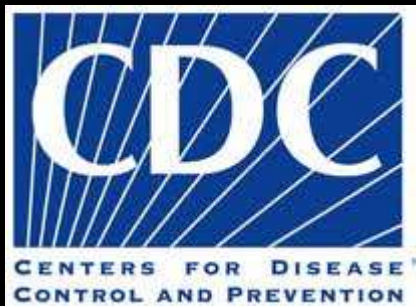
I Concluded that Government Agencies and First Responders Could Benefit from Deployment of Social Media Command Centers as well as Businesses and Corporations



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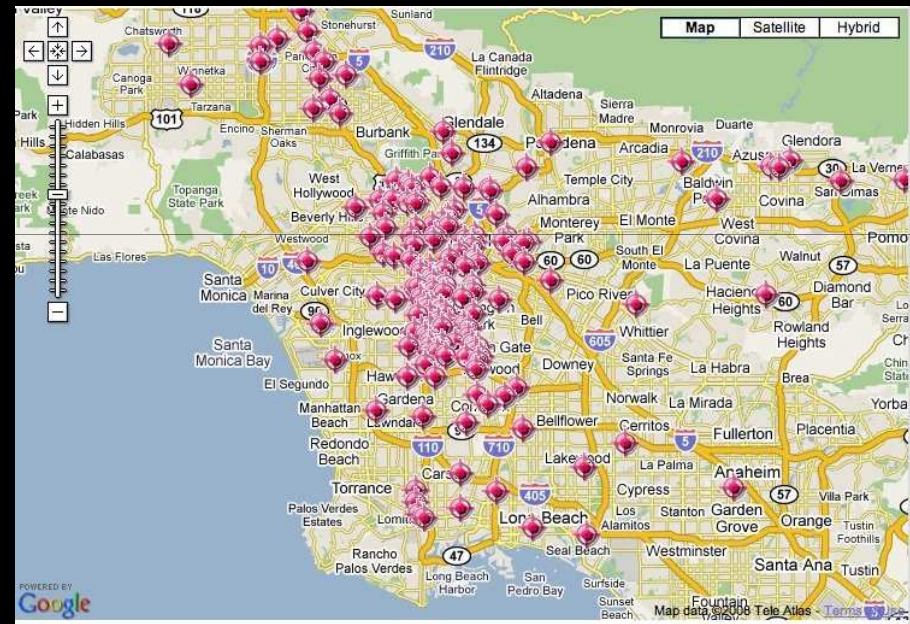
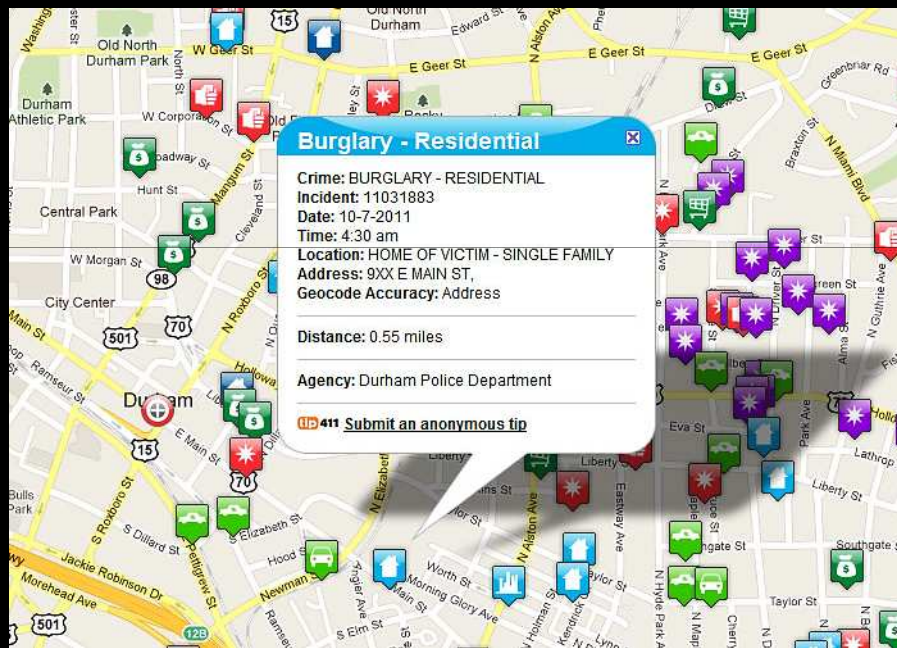
Office of Safe and Drug-Free Schools

- Home
- Programs / Initiatives
- Office Contacts
- Reports & Resources
- News
- Archives



Command Centers Could Provide Real-Time or Near Real-Time Information to:

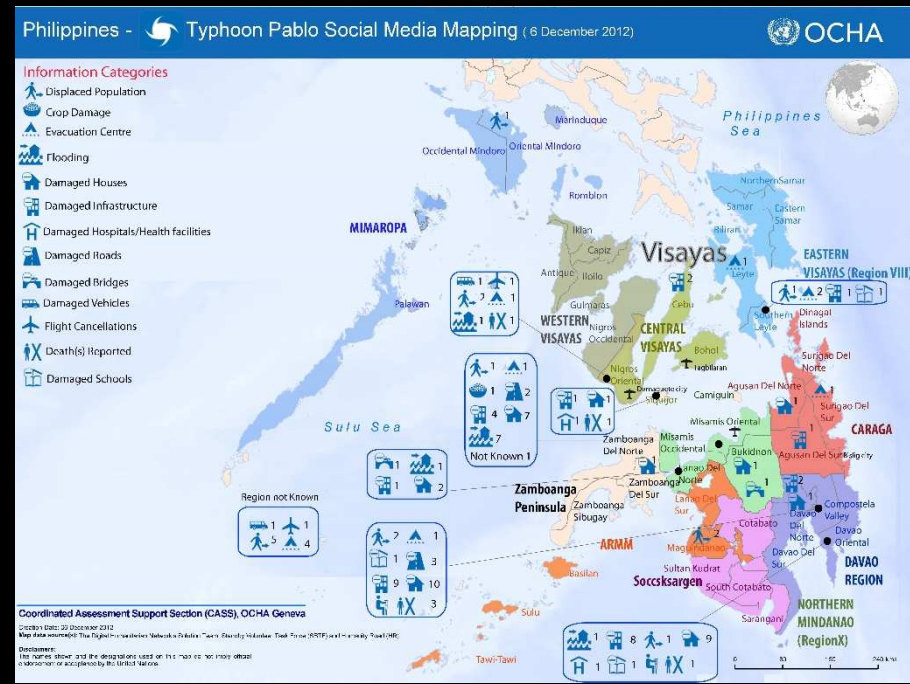
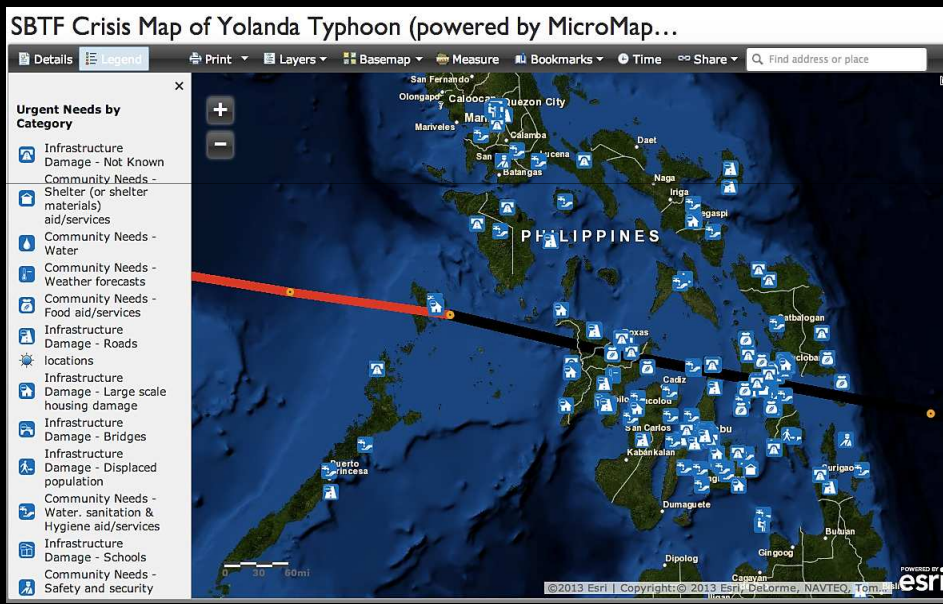
1. Identify Incidents and Patterns of Criminal Activity



2. Aerial Maps of School Bullying Incidents



3. Provision of Real-time information Regarding Natural Threats (Hurricanes, Tornadoes, Fires and Earthquakes)



4. Broadcast Social Media Updates During Crises



SenateSergeantAtArms @SenateSAA

Also, Constitution Avenue, from Louisiana Avenue NW to 3rd Street NE, is closed for police investigation. #USCapitol #dctrffic #alert

Twitter Alert from SenateSergeantAtArms

Reply Retweet Favorite More



Kenya Red Cross @KenyaRedCross

WARNING : Avoid @WestgateMallKe in Weslands Heavy shootout reported #RedCross Ambulance @EMS_Kenya at scene ^PO

Reply Retweet Favorite More

111 RETWEETS 5 FAVORITES

12:23 PM - 21 Sep 13



LAX Airport @LAX_Official

There is an incident underway at LAX. Law enforcement is on scene. More information to follow.

Antworten Retweeten Favorisieren Mehr

1,096 RETWEETS 88 FAVORITES

9:37 AM - 11 Nov 13

Incident started at 08:30 hours. 7 min later a tweet. Useful info for public BUT not for those affected by shooting incident at Los Angeles International Airport.



Just spoke to A friend his daughter is safely locked in basement classroom #ArapahoeHighSchool shooting

Reply Retweet Favorite More

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Video: The Red Cross and Dell Computers Partner to Launch a Digital Operations Center

- Red Cross Open Digital Command Center





American Red Cross/Dell Computers Video: Benefits of A Social Media Command Center

Key Takeaways:

- “It’s going to give us a better idea of what’s going on on the ground”.
- “During an emergency, information is like gold, and we know the more information we have during an emergency, the better we can serve those people that need our help”.
- -Gail McGovern, President and CEO, American Red Cross



American Red Cross/Dell Computers Video: Benefits of A Social Media Command Center

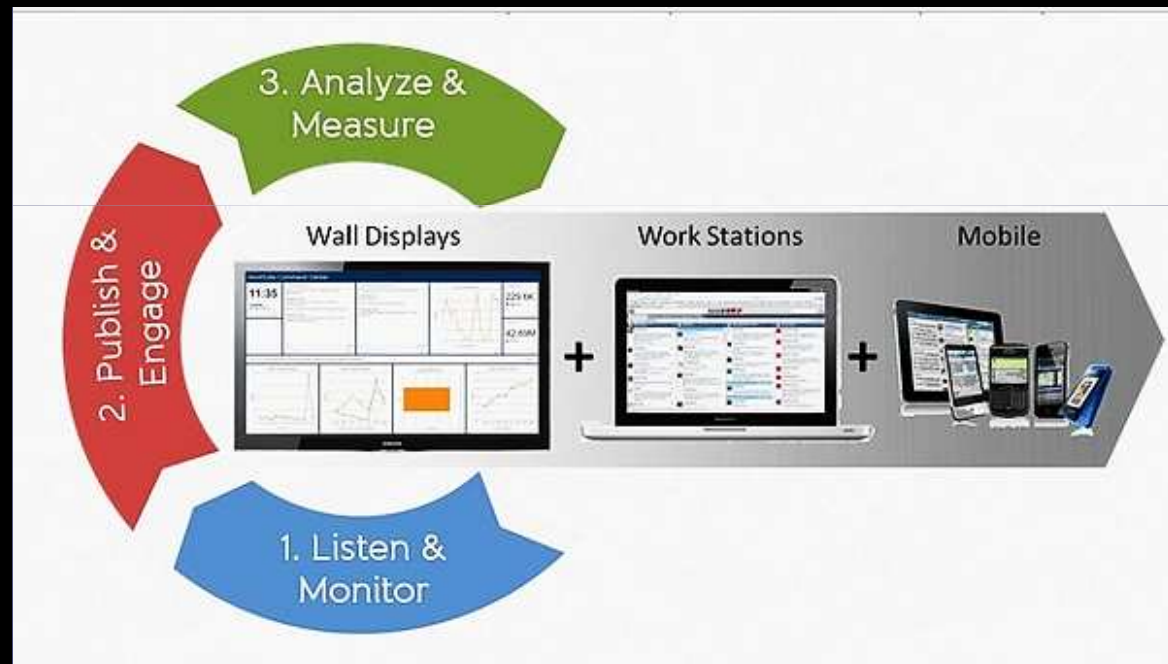
- Key Takeaways (continued)
- “(The Center) provides a visualization of all the data we can look at in the Social Media space, and gives is a snapshot in time of the entire cyberspace universe as it relates to the Red Cross or a particular disaster”.

-Laura Hove, VP Public Affairs, American Red Cross

Now What?



New applications and opportunities for social media command centers will continue to develop, but they will all have one need in common: the ability to drive social media content to screens, and display it in a manner that is easy to digest and act on quickly, whether it's saving your brand or saving lives.





Hopefully agencies tasked with Emergency Response will consider adopting Social Media Command Centers, as they would be invaluable during the 4 Phases of Crisis Response





References

1. AmRedCross, Red Cross Digital Operations Center Opens, YouTube, March 8, 2012
<http://www.youtube.com/watch?v=zKMyBGbnBQ8>

2. Maclean, Heather-Anne, The Power of the Salesforce Social Media Command Center at CES, Marketing Cloud, January 8, 2013,
<http://blogs.salesforce.com/company/2013/01/insights-behind-the-salesforce-marketing-cloud-social-media-command-center-at-ces.html>

3. marketingcloud@salesforce .com, Salesforce, 10 Examples of Social Media Command Centers: <http://www.salesforcemarketingcloud.com/wp-content/uploads/2013/05/10-Examples-of-Social-Media-Command-Centers.pdf?1763e5>



Thanks!

- Conor Cusack, M.P.A.
- ConorCusack585@gmail.com
- <http://www.linkedin.com/in/conorcusack/>