Social Media

An additional communication channel for a better service to citizens

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EmerGent

In a nutshell: what is EENA?

➢ The European Emergency Number Association (EENA)

➢ Brussels-based NGO set up in 1999;

➢ Dedicated to promoting **high quality emergency services** reached by 112 and other emergency numbers in Europe;

➢ **Discussion platform** and **best practices sharing** for emergency services, public authorities, researchers, decision makers, associations, solution providers, mobile network operators and Internet companies in view of improving emergency response in accordance with **citizens requirements**;

➢ Promoting the establishment of an efficient **system for alerting citizens** about imminent or developing emergencies.

➢ **EENA Annual Report** (year 2015) can be found here

EENA broadly has 2 distinct groups of Members.

➢ On the **demand** side, there are **Ministries, Public Authorities, emergency calls centres**… etc
➔ about 1,300 individual members from over 80 countries world-wide

➢ On the **supply** side, there are vendor companies. Those who sell products & services to the above. **HW/SW companies, integrators, consultants, developers**
➔ More than 85 companies

➢ Other EENA memberships:
  ○ Mobile Network Operators (MNOs),
  ○ Internet Companies,
  ○ Researchers,
  ○ Members of the European Parliament,
  ○ International Organisations/ Associations.

EENA collects, consolidates and shares information

➢ Emergency services command & control rooms market in Europe annual report - Read more here

➢ Emergency services command & control rooms market outside Europe annual report - Read more here

➢ Who's who handbook in the public safety industry - Read more here

➢ Operations Committee documents - Read more here

➢ Technical Committee documents - Read more here

➢ Case studies - Read more here

➢ ….
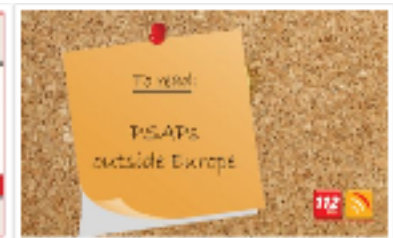
What does EENA do?

EENA works on technical and operations issues

➢ Operations Committee - Read more <u>here</u>

➢ Technical Committee (including NG 112 issues) - Read more <u>here</u>

➢ Working group on Drones - Read more <u>here</u>

➢ Working group on Apps - Read more <u>here</u>

EENA Certifies emergency call centres

➢ Quality Standard for emergency call centres - Read more <u>here</u>

➢ UPCOMING: Quality Standard for call centres of providers of Third Party Service (TPS) eCall - Read more <u>here</u>

EENA advocates

➢ Follow the development of the relevant EU legislation and contribute to its improvement for citizens' safety

➢ Propose amendments in view of obtaining EU Funding for emergency services and pilot projects

EENA participates to EU funded projects

➢ **CHORIST** (Integrating communications for enhanced environmental risk management and citizens safety), 2006-2009; **EPSOS** (Smart Open Services for European Patients), 2008-2013; **REACH112** (Accessibility for deaf and hard of hearing citizens), 2009-2012; **ESENet** (Emergency Services Europe Network), 2013-2014

➢ **HeERO 1 & 2** / **iHeERO** (eCall), 2011-2017

➢ **EmerGent** (Emergency Management in Social Media Generation), 2014-2017

➢ **HELP112** (Caller location), 2016

Emergency Management in Social Media **Gen**eration

➢Focuses on the impact of social media in emergencies for citizens + emergency services.

➢Project website: http://www.fp7-emergent.eu/ (@FP7_EmerGent)

➢Dissemination: http://112.social/ (@112social)
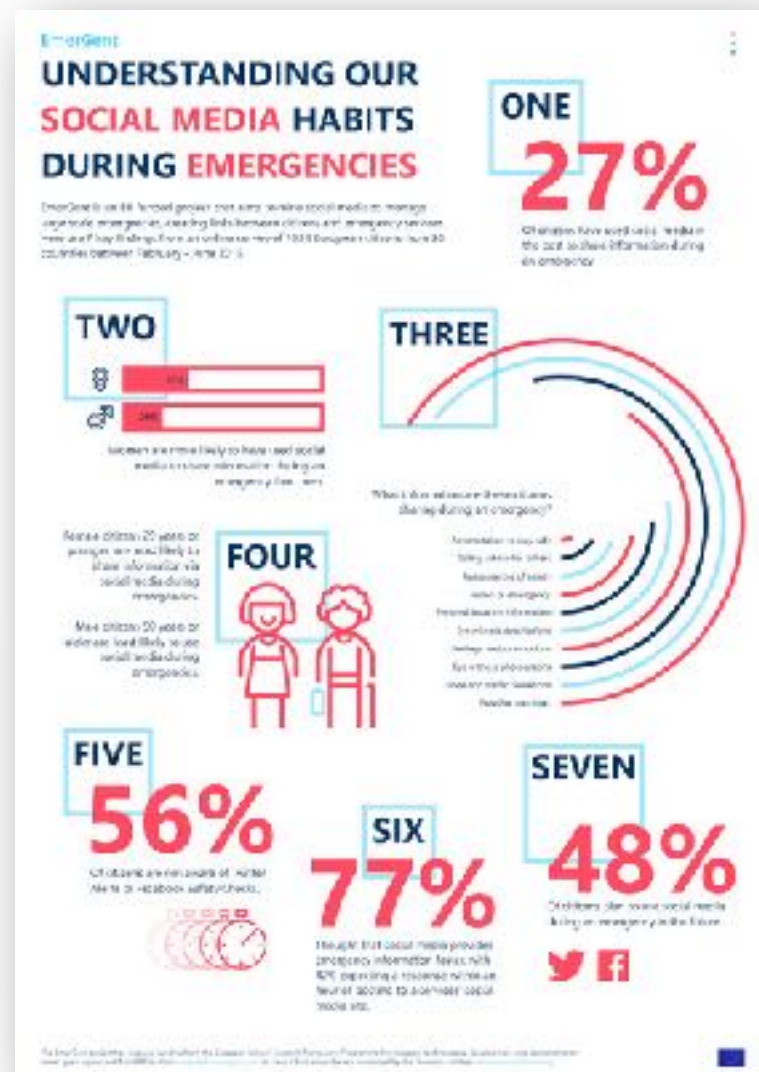
What are the concerns with SMEM?

➢ Cultural Issues:
  ○ Administrative services must learn to live with SM. There is a lack of knowledge regarding the tools and their potential
  ○ « *Better not to do than doing it wrong* »
  ○ SM is the new phone: Stakeholders are often afraid to use it because they fear the change that it will bring to their work habits

➢ Trustworthy issues:
  ○ For the EROs, will they be able to provide solid information?
  ○ How do I know this data is true and not a spoof?

➢ Responsibility Framework:
 ○ Who's in charge here? For what emergency? What is the protocol?
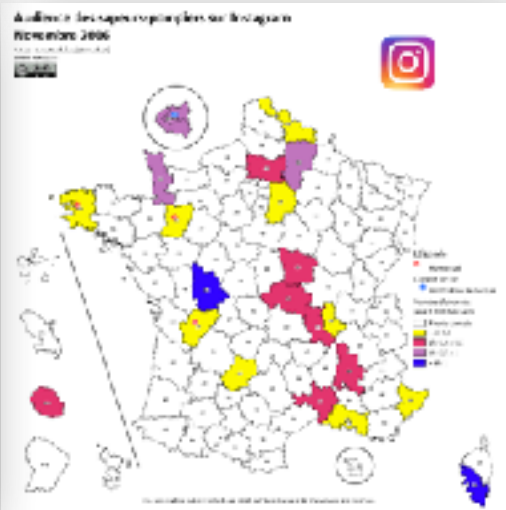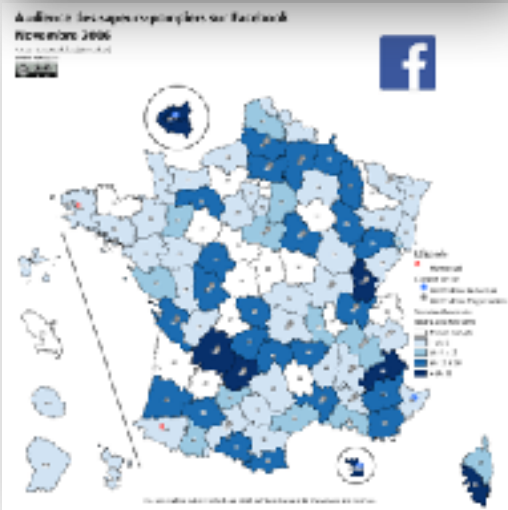
➢ But, good practices could still emerge
  ○ Lavaux (CH) has put a official document to control the use of SM by firefighters, including the explanation of legal issues
  ○ Crisis Hashtags, solidarity HT (#PortesOuvertes, #IkWIllHelpen)
  ○ Facebook group to coordinate help for people who lost their home

➢**Education is key!**
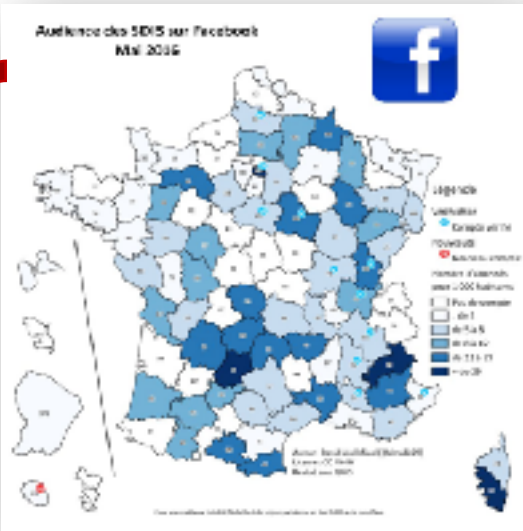
Source: David Maillefaud
(@dmaille26)

➢ Social Media as **Information Tool**:
  - ○ **Education**, pre-emptive work; advisory channels.
  - ○ **Tactical tool** in operations; **Alert** citizens, inform about situation follow-up, distribute safety advice
  - ○ Live **reporting** of on-going incidents (i.e. using Periscope)
 - ○ Extremely useful for cases of **missing persons**

➢ Considerations:
  - ○ EROs need to stablish online **reputation**, and get support from influencers (including news outlets!)
  - ○ People and news outlets expect **near real-time** and reliable information;
  - ○ In crisis, **centralized** information from a **reliable** source is needed (with a **team** behind it);
  - ○ Use **infographics**, **pictures, videos, links** to extended information…
  - ○ Consider **citizens and visitors** (multi-language information)
  - ○ Common issues to tackle:
    - ▪ **Too many** official sources and hashtags, lack of lack of coordination
    - ▪ Complaints about **lack of** information or information provided **late**
    - ▪ **Hoaxes** appear sooner rather than later

SMEM: Examples of A2C communication
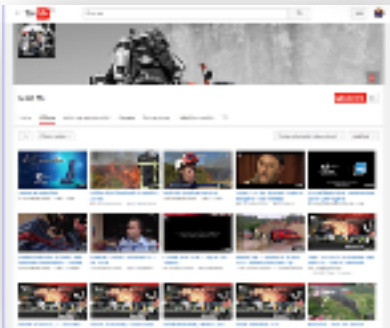
Belgian Crisis Centre & Brussels bombings
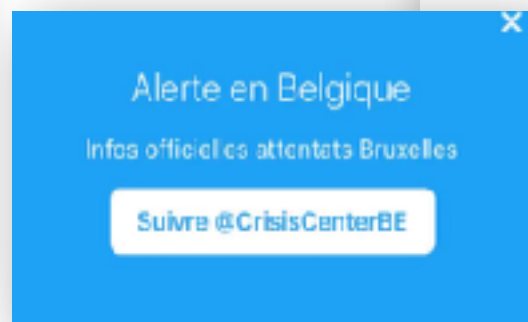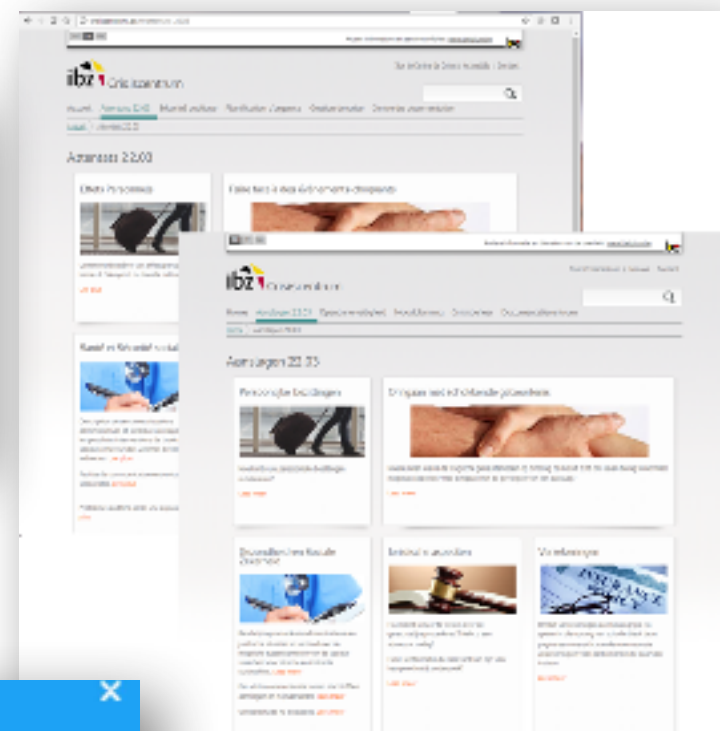
➢Social Media as **Management Tool:**
- ○ **Collect** relevant information on ongoing events (using monitoring tools)
- ○ Monitor **mentions**, and engage with users.
- ○ Detect **areas needing special attention**
- ○ Detect **uncoordinated** offers of assistance
- ○ Detect and fight **hoaxes**

➢Considerations:
- ○ Need for a **team** of people monitoring **different channels**; supported by **tools and/or volunteers**
- ○ Some EROs refuse to monitor SM because of added **workload and liabilities**; assistance requests using SM not allowed and actively discouraged often.
- ○ People may post relevant information **in SM before dialling 112.** In recent crisis, people were asked to favour SM for non-emergency calls.
- ○ <u>Common issues to tackle</u>:
  - ▪ Lack of support from news outlets
  - ▪ On-going police operations may be put at risk
  - ▪ Lack of sensitivity or respect for victims, hoaxes

SMEM and Hoaxes
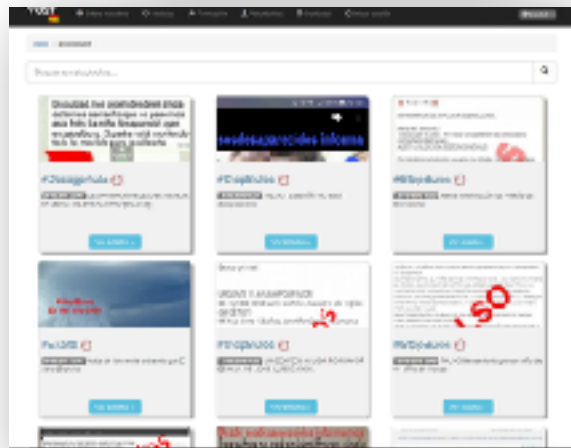
➤ **Time consum**ing for Emergency services.

➤ On **EmerGent** project we have discussed false rumours on SM and their impact; will feature strongly in the **Guidelines** produced as part of the project.

➤ False rumours during the **July attacks**: Fake hostage situations, fake attacks on other cities, false suspect naming, false victim search, false witness reports… (source [BBC])

➤ **Digital Volunteers** are helping detect and fight false rumours too, in support of authorities; i.e. VOST Spain [museum of hoaxes]

➤ **Existing tools** for detecting and fighting hoaxes include reverse image searches, user reporting and more.

➤ Let's hope technology will come up with a way to **detect and flag** falsehoods in the future.

➤ And of course, I insist, **EDUCATION is key**!
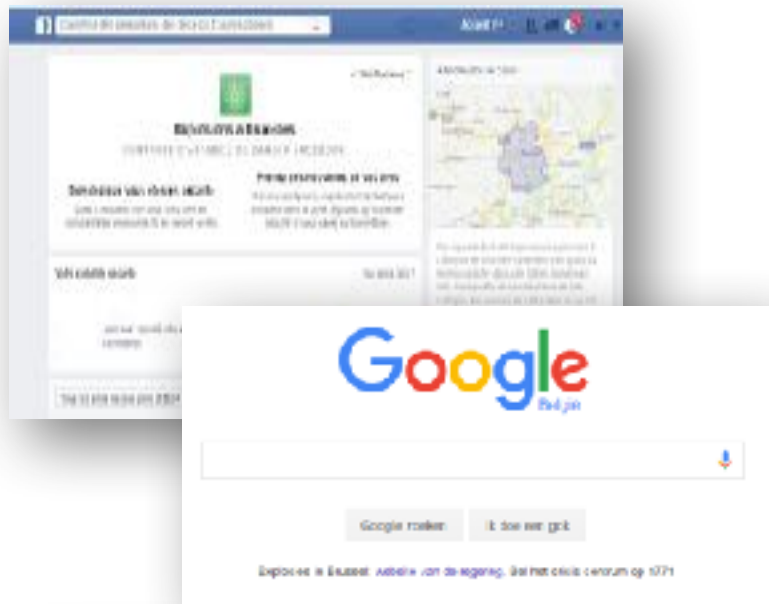
➢ Support from **Tech Companies**:
- **Twitter** and its Disaster Response Programme
- **Facebook** and its Safety Check
- **Google** and its Crisis Response Tools
- Etc.

➢ Considerations:
- They are being proactive (offering help to EROs, i.e. Brussels, Nice, Munich…)
- Providing tools for non-profits at no-cost
- Providing tools for abusive / malicious user reporting
- <u>Common issues to tackle</u>:
  - EROs expect to have their accounts verified
  - Sometimes accused of not acting quickly enough, or favouring some incidents over others

➢Support from **digital volunteers**:
- ○ International **VOST** teams
- ○ Belgian **Team D5**
- ○ Red Cross and their **DiGIDOCs** (i.e. "*Observatorio digital en el Centro de Operaciones de Cruz Roja Española*").
- ○ **DigHums** (DHN, SBTF, Humanity Road…)

➢Considerations:
- ○ Collaboration with EROs under **agreements**
- ○ Can provide support in **hoax and abusive behaviour** detection, in **monitoring** multiple channels, in **amplification**
- ○ Can sometimes even **take over SM accounts** in crisis situations
- ○ Common issues to tackle:
 - ▪ Un-coordinated / opportunistic helpers with rather aggressive behaviours
  - ▪ Ad-hoc and

SMEM: Digital Volunteers (Team D5)

➤Promoted in 2013 by Belgian authorities, through the federal Crisis Centre; Officially sanctioned to support regions and cities

➤Network of experts to provide support with information to citizens; +30 people all across Belgium, extensively trained, strong background in crisis communication and emergency planning;

➤Can be activated when needed, to operate on-line (sometimes on-site) under responsibility of local authorities in charge of events

➤Activations include:
  ○ Brussels attacks
  ○ Big accidents
  ○ Severe weather situations,
  ○ Maritime spill-off

Source: Benoît Ramacker
(@BenoitR_D5)

Virtual Operations Support Teams
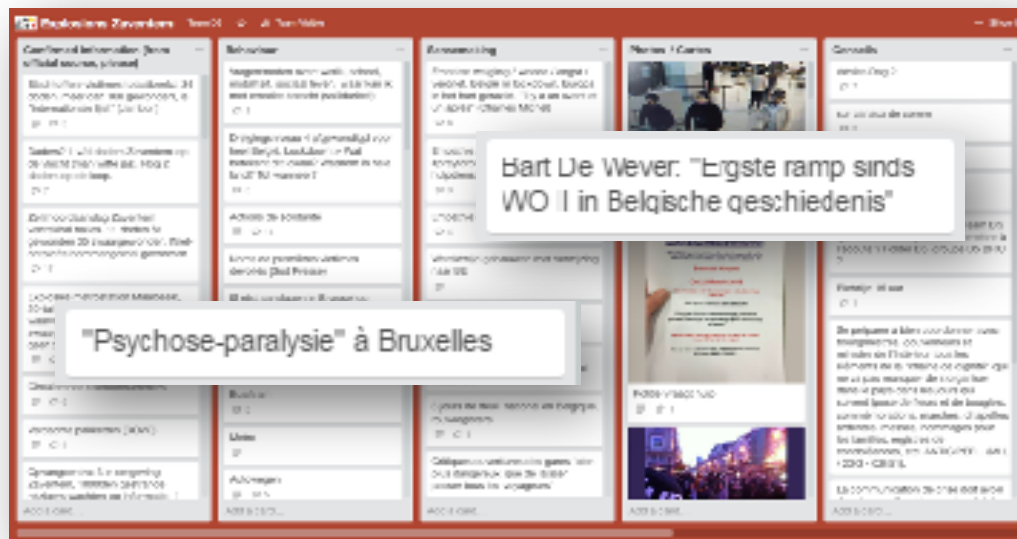
➢ What are VOST teams?
  ○ Teams of trusted agents who support on-line and via SM those who may otherwise be overwhelmed by the volume of information generated during crisis situations.
  ○ Formed by experts in public safety, communications and IT, and supported by an expanding network of VOST influencers.
  ○ Backed by international network in Europe, the Americas and Oceania.

➢ How can they help?
  ○ Civil Protection on-line, supporting affected organizations & jurisdictions
  ○ Formal agreements with EROs and Public Authorities at different levels.
  ○ Self-activated or activated upon demand: Social Media monitoring and amplification, Detecting and fighting hoaxes; Providing useful and educated advice, etc.

SM and the ES: Future use?

➢ Guidelines and Framework:
- On governance and coordination (administrative/legal framework)
- On how to better communicate using SM (technical framework)
  - Content and alert, accurate location
  - How to integrate all connected devices (alarms, watch, houses, etc.)
- Multi-channel SM platforms: Facebook, Twitter, Instagram, Youtube, Google, etc.
- To be alerted by SM and to alert others via SM:
- To follow events and incidents:
- To prevent and communicate directly

➢ Blend social media, phone calls, text messages and OTT services (WhatsApp, Telegram, etc.) into tools effectively helping to resolve a crisis:
- Separate false alerts from real alerts;
- Identify and filter buzz information from real emergency information;
- Share knowledge, prevention and guidance between emergency services, digital volunteers and administrative management through the platform

➢ Disseminate recommendation to emergency services and public authorities *(ongoing)*

➢ Reach out to social media networks and organizations (e.g. Google, Twitter, Facebook) to encourage their engagement / supports *(ongoing)*

➢ Publish a Case Study on the use of Social Media during the recent attacks in Europe (*due in Q4 2016*)

➢ Disseminate Guidelines and Tools from EmerGent to the interested stakeholders (*due in Q1 2017*)

➢ Produce a separate Operations Committee paper on Digital Volunteers (*postponed to 2017*)

➢ … and maybe create a SMEM Working Group?

Thank you!

Questions?

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