

# Social Media

*An additional communication channel for a better service to citizens*

**Presenter**

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# In a nutshell: what is EENA?

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- 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**

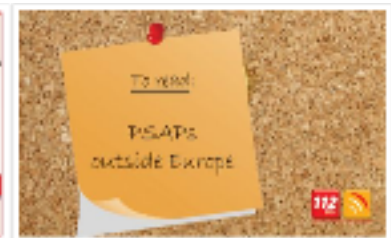


→ More than 85 companies

- 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?

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## EENA works on technical and operations issues

- Operations Committee - Read more [here](#)
- Technical Committee (including NG 112 issues) - Read more [here](#)
- Working group on Drones - Read more [here](#)
- Working group on Apps - Read more [here](#)



## EENA Certifies emergency call centres

- Quality Standard for emergency call centres - Read more [here](#)
- UPCOMING: Quality Standard for call centres of providers of Third Party Service (TPS) eCall - Read more [here](#)

# What does EENA do?

## 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

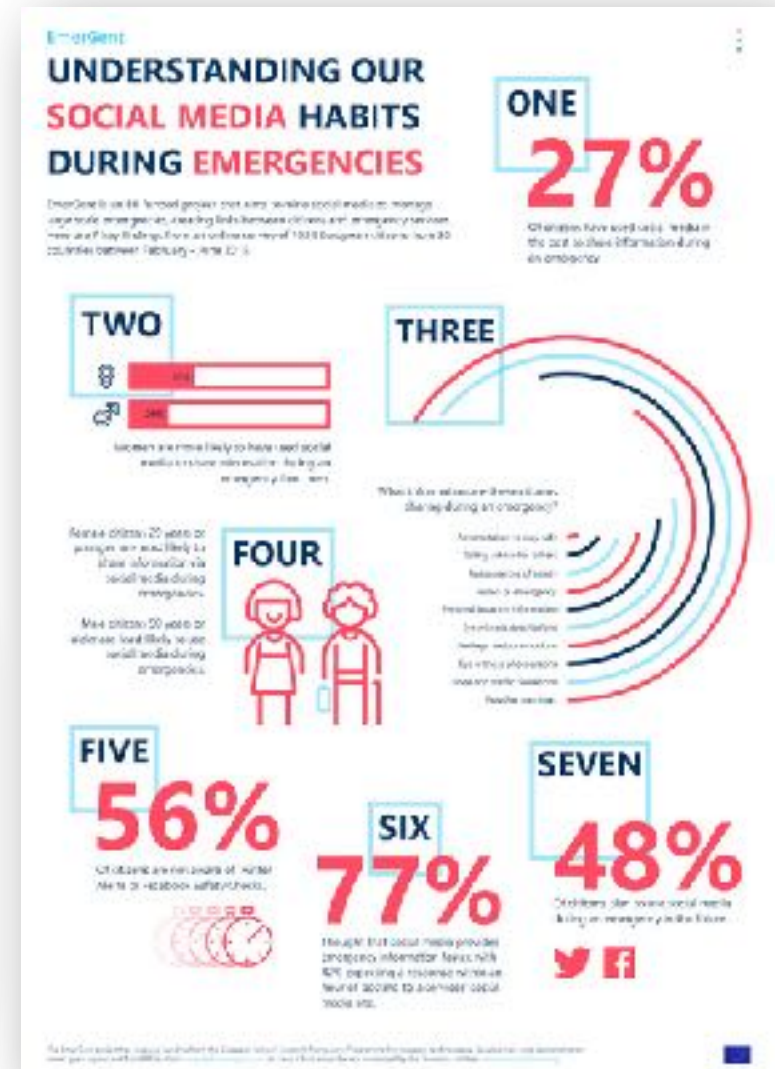


## EENA participates to EU funded projects

- **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 **Generation**

- 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)



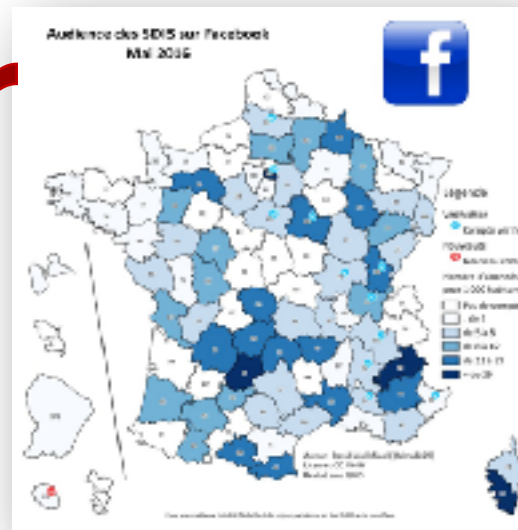
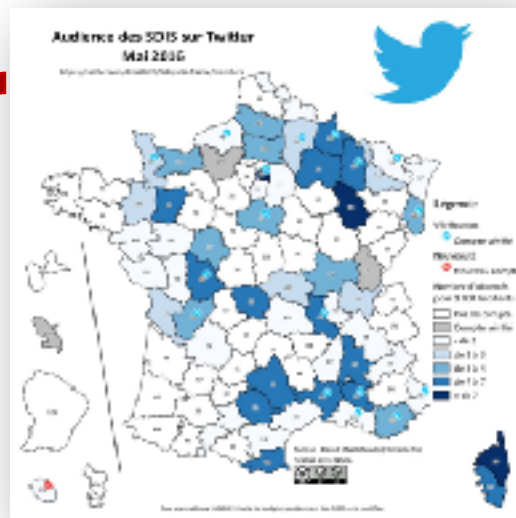
# What are the concerns with SMEM?

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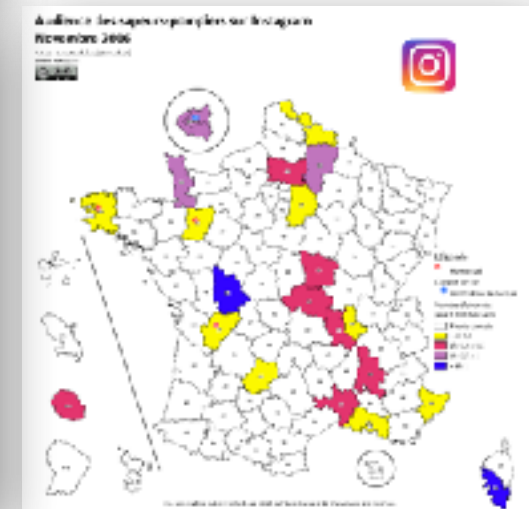
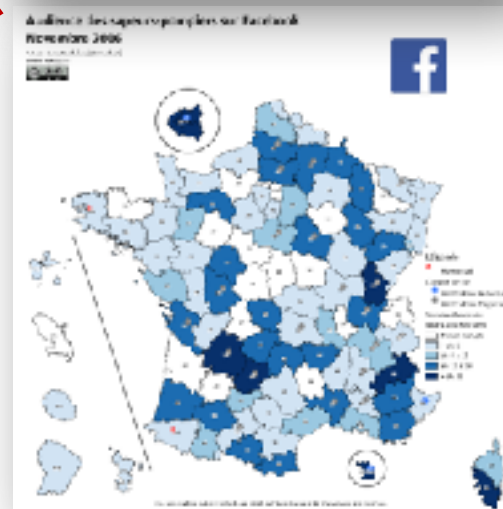
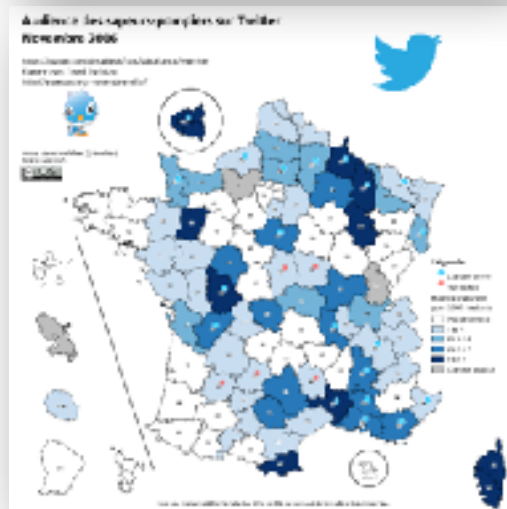
- Cultural Issues:
  - Administrative services must learn to live with SM. There is a lack of knowledge regarding the tools and their potential
  - « *Better not to do than doing it wrong* »
  - SM is the new phone: Stakeholders are often afraid to use it because they fear the change that it will bring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



# Growing SM presence (FRA)



Source: David Maillefaud  
(@dmaille26)



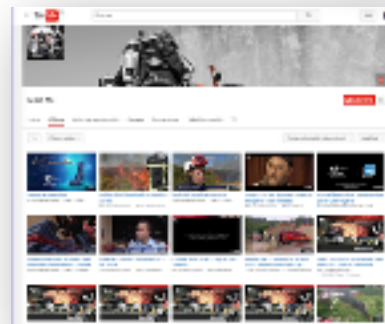
## ➤ Social Media as **Information Tool**:

- **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**

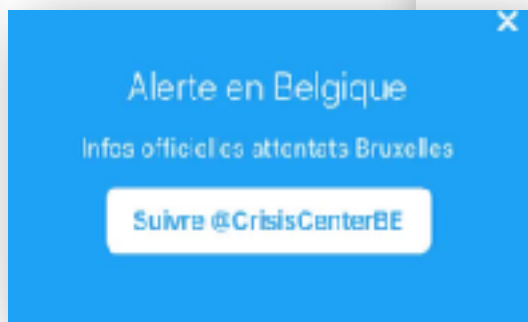
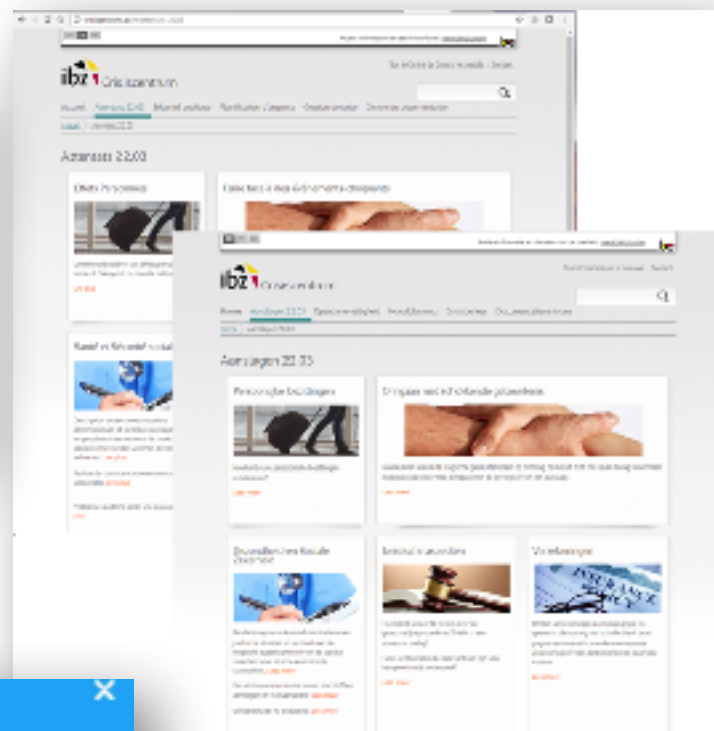
## ➤ Considerations:

- EROs need to establish 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**:

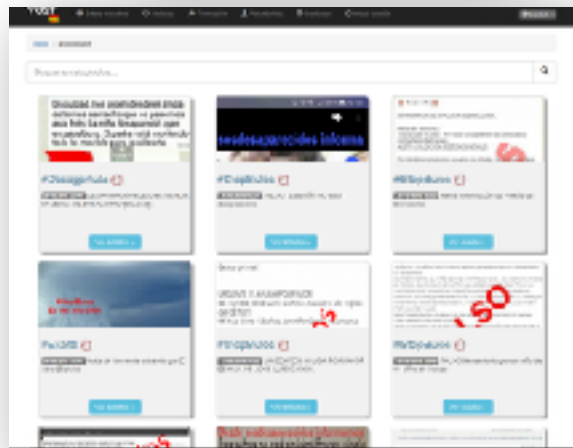
- **Collect** relevant information on ongoing events (using monitoring tools)
- Monitor **mentions**, and engage with users.
- Detect **areas needing special attention**
- Detect **uncoordinated** offers of assistance
- Detect and fight **hoaxes**

### ➤ 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.
- Common issues to tackle:
  - 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 consuming** 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
- Common issues to tackle:
  - 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

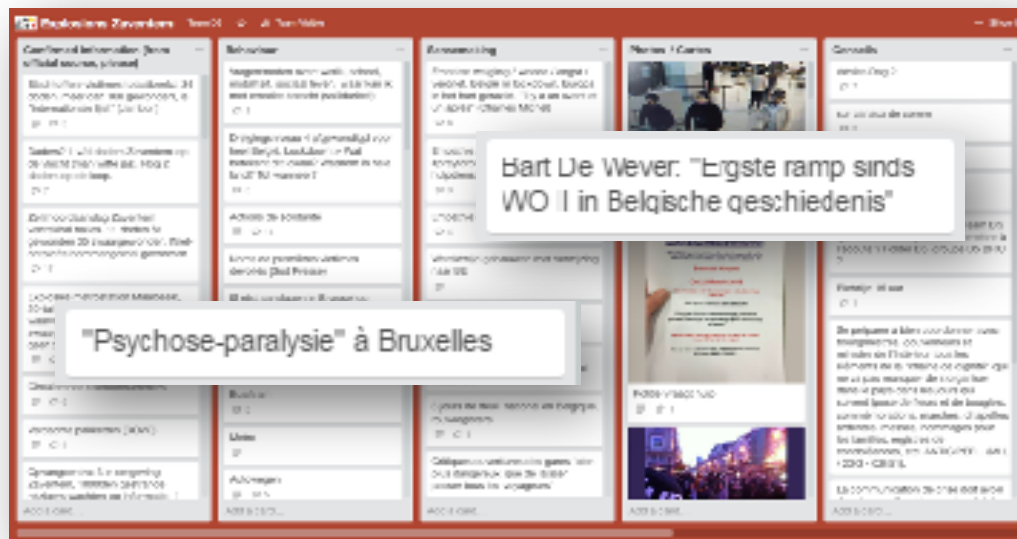




# SMEM: Digital Volunteers (Team D5)

- 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 **VOST**

## ➤ 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.



## ➤ 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

## EENA's next steps

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- 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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