

# **[Insert your organization name] Internal/External Public Safety Social Media Communications Plan**

## ***Goals and Objectives***

### **Goal**

Provide timely and accurate information to each other internally and to the public before, during and after emergencies situations that are public facing.

### ***Objective 1: Improve internal communication between Police, Fire, Emergency Management, 9-1-1 and Communications before, during and after emergency situations and situations that are public facing.***

- Identify lead point of contact for each social media channel who will be in charge of dissemination of messaging based on event/disaster type.
- Notify social media admins about incident and/or messaging if event/emergency is or could be public-facing prior to press release or publishing critical news on social media.
- Develop procedures for disseminating scripted messages to be used on City department social media accounts, the website and for admins who take calls to ensure accurate and consistent messages are shared with the public.

### ***Objective 2: Educate citizens about City communications and resources available during an emergency event.***

- Create a content repository to store anticipated FAQ's and ready-to-post resources and links.
- Promote and raise public awareness of the City's communication platforms, including mass notification system, website and social media.
- Develop procedures on implementation of the emergency alerts on social media and the website in order to direct the public to the most accurate source of information regarding an emergency.
- Implement procedures to quickly disseminate emergency/urgent information to the public via social media and the City's website.

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## ***Social Media: Initial, During and After Crisis***

### **Initial Response for Crisis**

- Social lead, dependent on situation, will disseminate initial messaging for others to share/retweet.
- All questions and concerns are to be directed to the social media lead defined by situational scenarios on page 3.
- Do **NOT** reply with any information that you do not have a full understanding of. If you get a question on your social media page you don't know the answer to, call/text or e-mail the appropriate PIO.

### **During Crisis**

- **P**ublish **O**nce **S**hare **E**verywhere (P.O.S.E): creates one consistent voice throughout an emergency situation.
- When a public facing incident or crisis occurs (ex: active shooting, natural disaster, car accident resulting in lane closures and fires) it is imperative that one department takes over as voice of the situation (see page 3).
- If a crisis involves multiple departments, the primary lead of information will continue dissemination of messaging as it pertains to the primary lead's area of expertise. Each department has a different role in crisis and should share out information pertaining to their role within the crisis. The main **[your organization]** channel will become the central point to share all information from Police, Fire, Emergency Management and 9-1-1 in addition to other City departments that could be affected.

### **After the Crisis**

- Collaboration between social media liaisons to emphasize message
- Activate **[your organization website specifics]** for resources and information about volunteering, help, shelters, what's needed, etc.
- Public mourning requests will be coordinated and approved by City Management

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## ***Social Media Public Information Source/Lead***

### **WEATHER (Emergency Management + COMMUNICATIONS)**

#### **Warnings and Notifications**

- Primary: Emergency Management | Communications
- Share: 9-1-1, Police, Fire

#### **Natural Disasters**

- Primary: Emergency Management | Communications
- Share: 9-1-1, Police, Fire

#### **Impact & Recovery**

- Primary: Emergency Management | Communications
- Share: 9-1-1, Police, Fire

### **PUBLIC SAFETY (CRIMINAL)**

#### **Active Shooter, Barricaded Person, Hostage Situation, Injured Persons/Loss of Life**

- Primary: Police
- Secondary: Communications | Fire
- Share: COMMUNICATIONS, 9-1-1, Fire, Emergency Management

### **PUBLIC SAFETY (NON-CRIMINAL)**

#### **Fire/Explosions/Gas Leaks**

- Primary: Fire
- Secondary: Communications | Police
- Share: Communications, 9-1-1, Police, Emergency Management

#### **Severe Accidents**

- Primary: Fire
- Secondary: Communications, Police
- Share: Communications, Police, 9-1-1, Emergency Management

#### **Health Epidemic, Virus, Etc.**

- Primary: Emergency Management | Communications
- Share: Police, Fire, 9-1-1

#### **911 Related Outage**

- Primary: 9-1-1
- Share: Communications, Police, Fire, Emergency Management

#### **All Other**

- Primary: Communications
- Share: Police, Fire, Emergency Management, 9-1-1

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## ***Primary/Secondary Social Media Admin Contacts and Phone Numbers***

### **Communications**

Lead: Name xxx-xxx-xxxx | email  
Backup 1: Name xxx-xxx-xxxx | email  
Backup 2: Name xxx-xxx-xxxx | email  
Backup 3: Name xxx-xxx-xxxx | email

### **Police**

Lead: Name xxx-xxx-xxxx | email  
Backup 1: Name xxx-xxx-xxxx | email  
Backup 2: Name xxx-xxx-xxxx | email  
Backup 3: Name xxx-xxx-xxxx | email

### **Fire**

Lead: Name xxx-xxx-xxxx | email  
Backup 1: Name xxx-xxx-xxxx | email  
Backup 2: Name xxx-xxx-xxxx | email  
Backup 3: Name xxx-xxx-xxxx | email

### **Emergency Management**

Lead: Name xxx-xxx-xxxx | email  
Backup 1: Name xxx-xxx-xxxx | email  
Backup 2: Name xxx-xxx-xxxx | email  
Backup 3: Name xxx-xxx-xxxx | email

### **9-1-1**

Lead: Name xxx-xxx-xxxx | email  
Backup 1: Name xxx-xxx-xxxx | email  
Backup 2: Name xxx-xxx-xxxx | email  
Backup 3: Name xxx-xxx-xxxx | email

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## ***Group Chat/Contacts to Notify About Public-facing Incidents***

The group text can be utilized to notify the PIO group afterhours when e-mail is not as accessible. When sharing an update in the group text, it is not necessary to reply back to text message unless further information is requested. This helps with an unnecessary amount of text messages.

### **COMMUNICATIONS**

- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx

### **EMERGENCY MANAGEMENT**

- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx

### **POLICE**

- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx

### **FIRE**

- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx

### **9-1-1**

- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx
- Name xxx-xxx-xxxx