

*"Do we need to respond to a call for help published on social media?"*

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# 112 social media generation in the EMS

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Gasper Bizjak  
dispatch  
officer, firefighter  
Fire Brigade Ljubljana  
Slovenia

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# What is social media?

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- ❖ Community of individuals who connect via different internet channels, exchanging messages and multimedia.





We know. We expect. We use.  
Social media connects. Like bridge.

What is the difference between  
real life and social media in  
terms of **emergency**?

“There is no difference!”

– *According to our researches and practices*

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# ... social media in emergencies, facts:

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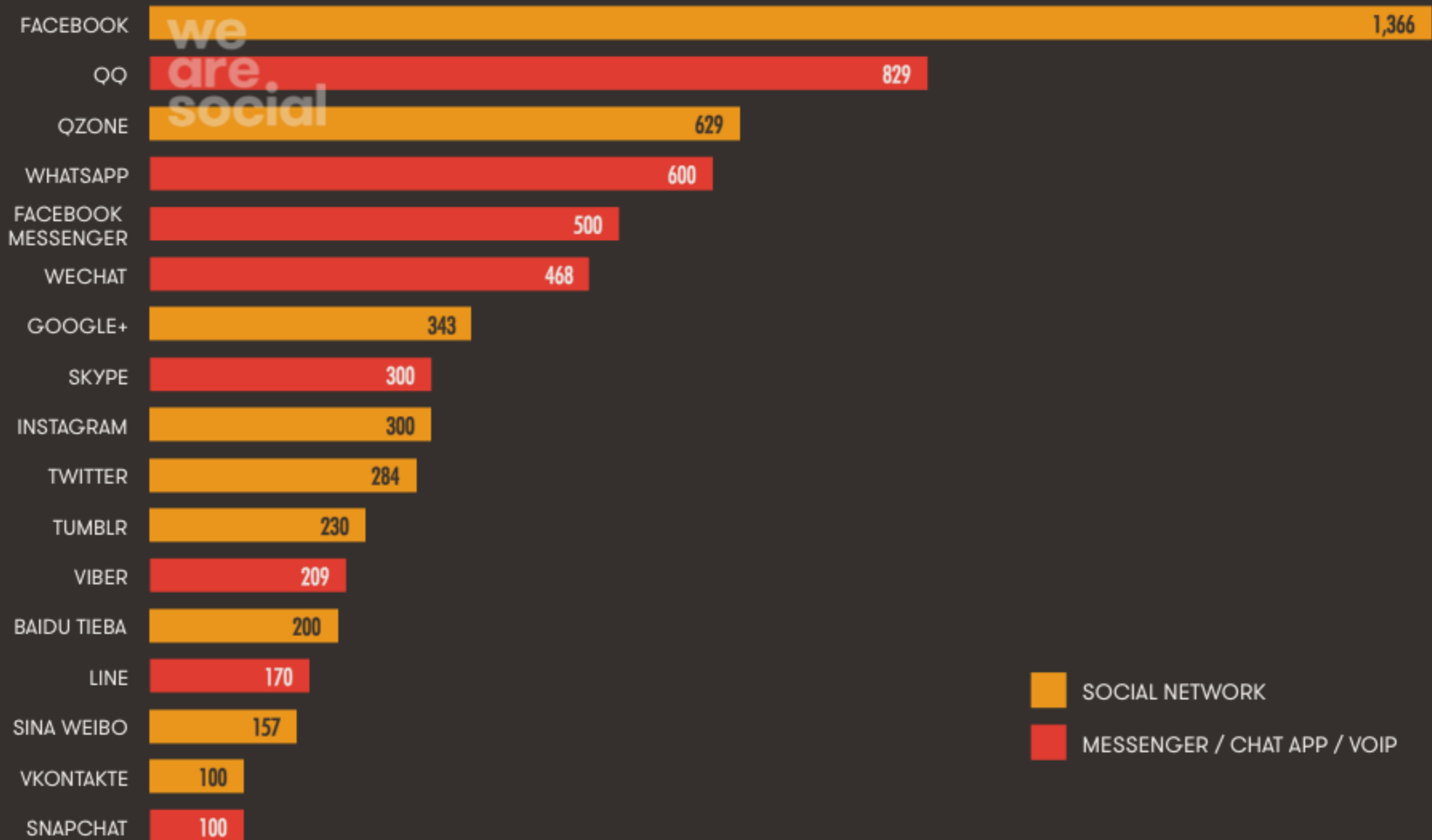
- ❖ Calls for help have very high trust rate, due to the fact people are using their own names and surnames or even geo location.
- ❖ Using social media just to provoke fire service or other emergency services has not been seen so far

Social media usage

**JAN  
2015**

# ACTIVE USERS BY SOCIAL PLATFORM

MOST RECENTLY PUBLISHED MONTHLY ACTIVE USER ACCOUNTS BY PLATFORM, IN MILLIONS





“There are plenty of social media channels, we are going to focus on Facebook and Twitter due to the highest usage percentage.”

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# Facebook

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- ❖ Sharing text or multimedia with the public or closed group of friends.
- ❖ Pro: more than 1.000.000.000 users, easy integration
- ❖ Con: users have to follow you in order to see the message

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# Twitter

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- ❖ Sending text message with up to 140 letters or picture
- ❖ Pro: message could be visible to everybody if we add #hashtag or if we search through #hashtags
- ❖ Pro: easy monitoring, simple accident development analysis
- ❖ Con: less users than Facebook

# Benefits of using social media in emergency services

- ❖ Sending message to citizens **instantly**
- ❖ **Evacuation planning** based on geo-located posts
- ❖ **Disseminating information** about “how to react”, first aid locations, shelters, missing persons etc.
- ❖ **Monitoring** events on the field
- ❖ Reaching “critical” population (teenagers, students...)
- ❖ **Taking measures** according to the reports from the field
- ❖ Availability of automatic posting through the dispatch software
- ❖ **Simple integration** into existing workflow
- ❖ Due to the followers from TV or radio stations, message could be disseminated in the matter of minutes via classic media channels
- ❖ Informing citizens about the work in the EMS
- ❖ **Prevention activities**

Do emergency services need to use social media in order to inform the public?

No, but nature of our work  
says we should use  
different prevention tools  
or actions in order to  
protect citizens.

Best practices from  
Ljubljana:



- ❖ **Prevention tips** (fire prevention, road safety, etc.)
- ❖ Ljubljana, March 2014: photo with simple question published on Facebook. What is wrong with the picture? We got 2.793 responses in the matter of few hours.
- ❖ Reaching teenagers, students and others who are not using classic media channels



- ❖ **Public warning:** Ljubljana, February 2014: ice storm, Facebook warning with information about 112 PSAP usage posted on Facebook.
- ❖ Reach: 32.000 individuals + classic media channels.
- ❖ Due to the power cuts several different regions were without electricity but they were still able to use their cell-phones for approx



Floods, Bosnia 2014:

- ❖ Over 20.000 tweets per day with the hashtag #bosniafloods
- ❖ According to our researches, nobody was responsible for monitoring social media due to the lack of staff
- ❖ Citizens were publishing information, advices and even shalter locations + national first aid locations



**netzeremo**

RT @DjokerNole: Support and solidarity for my people in Serbia! Pls RT #serbiafloods #unite #poplave <http://t.co/lxr1EpXQL>

4 days ago from Twitter for Android



**netzeremo**

RT @DjokerNole: "@bubasport: #poplava #poplave #Poplave2014 #SerbiaFloods #Serbia #SerbiaNeedsHelp <http://t.co/YFPoIE62Ns>" :-((((

4 days ago from Twitter for Android



**brunazayara**

RT @AdrianaLima: Please lend your support to victims of the #SerbiaFloods via @NovakFoundation: <http://t.co/BIW8SrGJnj> @DjokerNole <http://t.co/BIW8SrGJnj>

4 days ago from Twitter for iPhone



**tamaranovkovic1**

RT @NINAXBREEZY: RAZLIKA IZMEDJU FEJSA I TVITERA: -NA FEJSU PISU STATUSE RADI LAJKOVA -TVITERASI TVITUJU DA BI POMOGLI #SerbiaFloods

5 days ago from Twitter for Android



**rnzfrdpdlla**

RT @SleepintheGardn: "@Belaj\_Boj: @bojnovak Support and solidarity for my people in Serbia! Pls RT #serbiafloods #unite #poplave <http://t.co/BIW8SrGJnj>

5 days ago from Twitter for Android



**28junorg**

RT @FilipFilipi: Free BBQ this Sunday for all volunteers who helped with flood relief in #toronto <https://t.co/fNoPFWeWk5> #28jun #serbiaflo...

5 days ago from Twitter for iPhone



**filipfilipi**

Free BBQ this Sunday for all volunteers who helped with flood relief in #toronto <https://t.co/fNoPFWeWk5> #28jun #serbiafloods #poplave #gta

5 days ago from Twitter for iPhone



**tpoladov**

RT @JelenaRisticNDF: Big support from #ITALY from @DjokerNole #TeamDjokovic and fans. #SerbiaFloods #BosniaFloods #WeNeedHelp <http://t.co/s...>

6 days ago from Twitter for Android



**tpoladov**

RT @JelenaRisticNDF: Awww bless them! "@Zmaj64: VELIKO SRCE, VELIKO #SerbiaFloods #SerbiaNeedsHelp <http://t.co/JFsRhqLUZ8>

6 days ago from Twitter for Android



Are we able to **save lives**  
with increase usage of social  
media in the EMS?

Yes.

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# Fire brigade Ljubljana

## challenges:

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- ❖ lack of skilled/interested staff at the beginning
- ❖ currently 4 persons are responsible for monitoring and posting on social media (each shift has 1 person – there should be at least 2)
- ❖ monitoring social media channels 24/7 is a demanding task that can not be accomplished by staff – therefore an application **is needed**
- ❖ only Slovenian Police is active on social media as we are
- ❖ overall awareness of social media usage in EMS is quite low



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# Fire brigade Ljubljana

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our long-term goals:

- ❖ Automatic tweet and facebook posting according to the level of emergency predefined in dispatch software
- ❖ Automatic monitoring with notifications if specific keywords/cries for help are detected (*EmerGent project*)
- ❖ Defining social media usage before, during and after emergencies by internal acts
- ❖ Raising awareness of social media usage in emergency services, PSAPs, dispatch rooms all over Slovenia – with seminars/workshops

Be prepared.  
Tomorrow could be too late.  
Thank you for your  
attention.

Tweeter:

#gasper.bizjak

Facebook:

[facebook.com/bizjak.gasper](https://www.facebook.com/bizjak.gasper)