



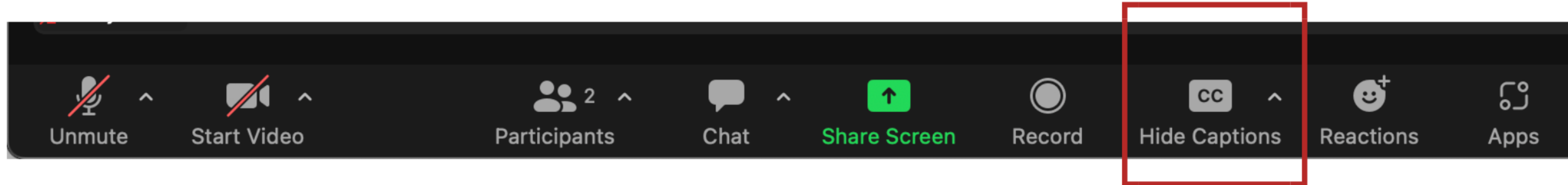
Social Media

New opportunities and challenges

Amy Leete - Communications & Press Manager

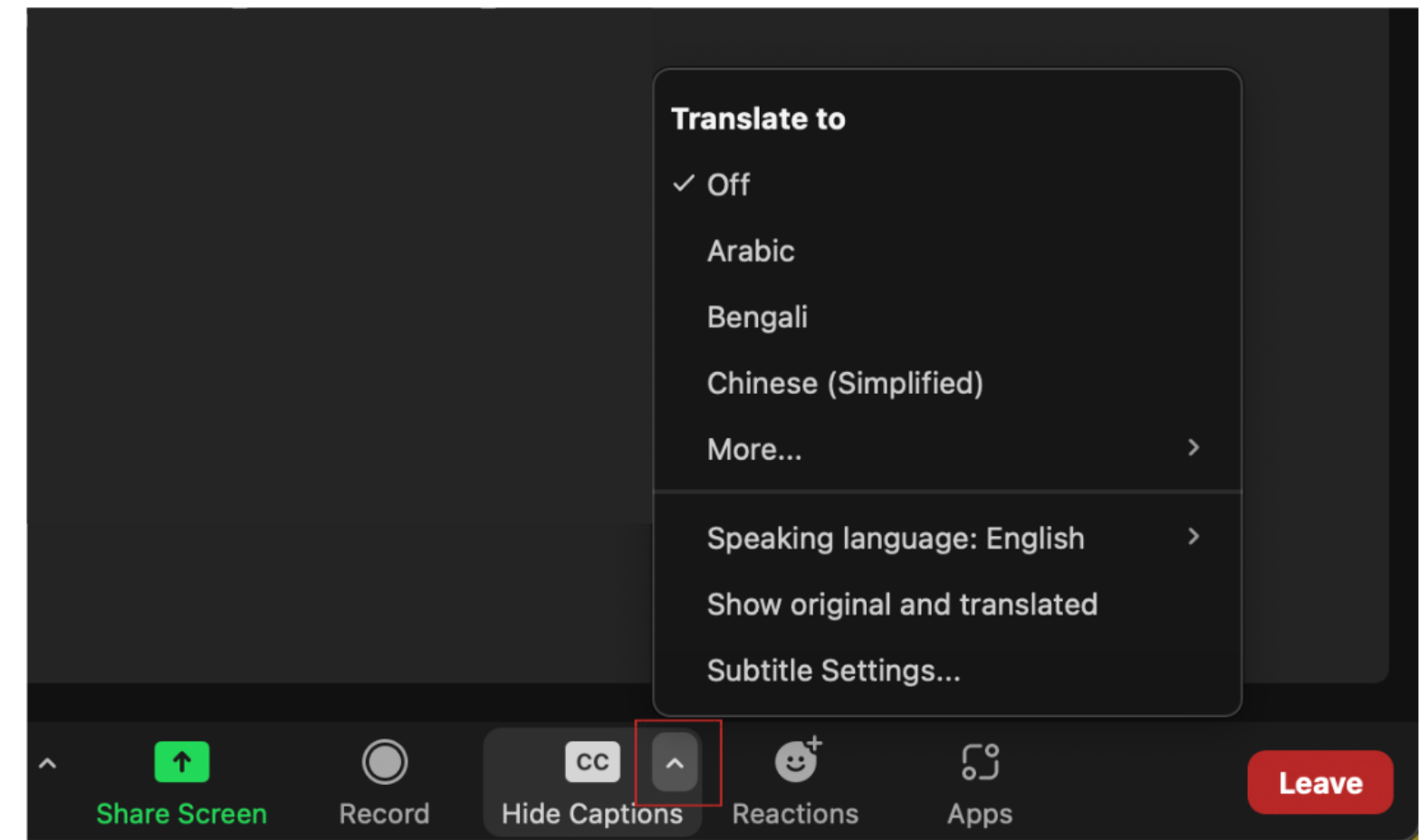
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You can now view live captions in several languages during our Zoom webinars. English captions are automatically activated, but to access other languages, follow these steps:



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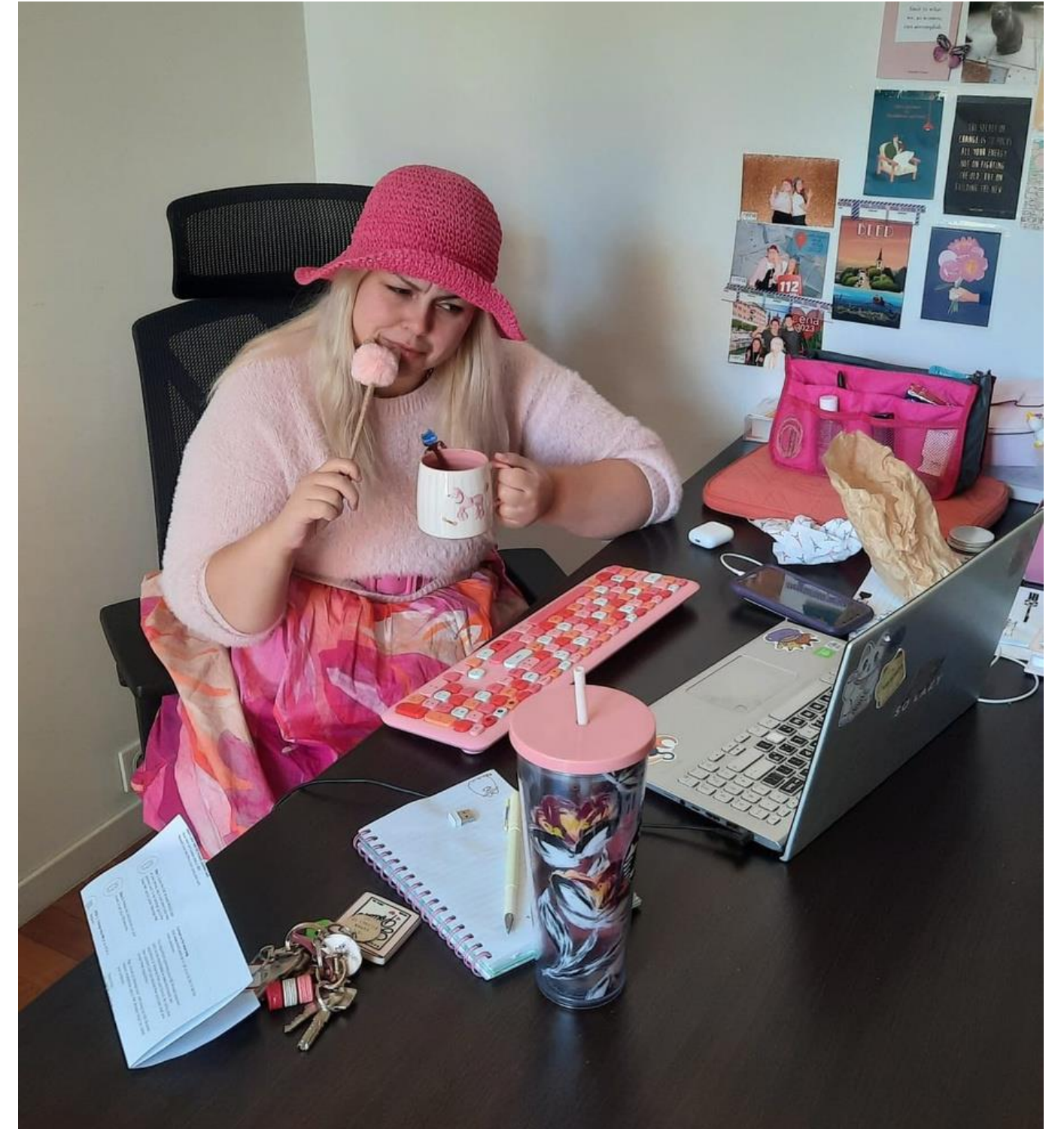
Let's talk about...

- What's the situation with social media?
- The traditional approach to social media by public safety organisations
- Case studies of new approaches and what we can learn from them
- VOST: social media for public safety



Hello!

- Communications & Press Manager
- Joined EENA in 2022
- Conceptualises and develops EENA's communications strategy, social media management, press strategy
-Gen Z



QUIZ TIME

On average, how much time do Europeans spend on social media every day?

1 hour and 15 minutes

*BroadBandSearch

QUIZ TIME

On average, how many social media accounts do Gen Z and millennials have?

8.5 accounts

*DemandSage

QUIZ TIME

What percentage of the world owns a smartphone?

85.95% - 6.92 billion

*BankMyCell

What does this mean?

- We are more connected than ever: our lives are global
- A huge amount of information, and how we see the world, comes from social media
- A huge amount of people are able to comment on, and share that information



The Traditional Approach

4 REASONS TO BAN SOCIAL MEDIA IN YOUR HOSPITAL

| BY [CHELSEA RICE](#) | AUGUST 05, 2013

Met Police bans social media on smartphones of serving officers

5 ways to destroy your firefighting career on social media

Pros and cons...

- Reputation protection
 - Resource allocation
 - Is it better to say nothing over saying the wrong thing?
-
- Public trust has been shaken in recent years
 - We're all on social media regardless
 - Unharnessed potential?



TikTok

- over 1 billion monthly active users
- a daily part of life for many young people across the world
- a never-ending list of entertaining videos to scroll through, anywhere from 15 seconds to 10 minutes long
- TikTok's powerful algorithm is able to determine what kind of videos you like based on the time you spend watching, as well as your comments and likes.



@politivest and @politisorvest (Norway's West and South- West Policing Districts)

- a combined follower count of almost 1.5 million, and 16 million likes on their videos (TikTok)
- a mixture of short videos that include the latest 'memes' as well as informative content on policing and crime prevention
- Dance challenges in full uniform, playing Britney Spears songs in police vans, and the ever-popular presence of Norway's most endearing police dogs have made their accounts globally adored



@politisorvest's dance challenge, with 2 million views

@politivest and @politisorvest

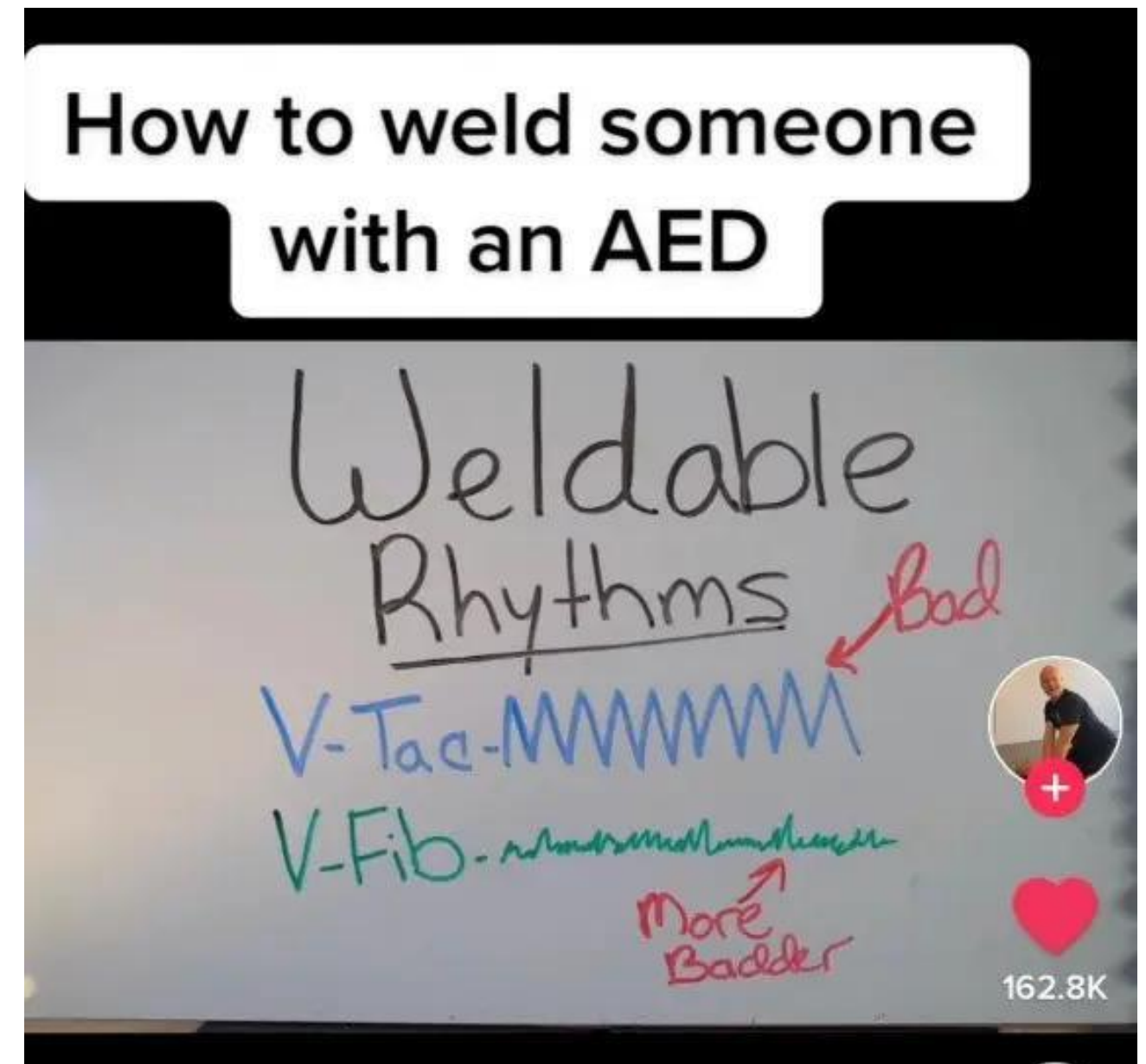
‘it’s about breaking down barriers to the public, showing them a face, and that even the police have good and bad days – we’re human. There are certainly negative perceptions of the police that exist, and our TikTok accounts help to resolve this. The public should, and could, feel safe around us.’

‘We are reaching worldwide and helping affect worldwide public perception of police forces – our videos have reached America, and even Iraq, for example.’



Fire Department Chronicles

- Jason Patton of @firedepartmentchronicles is a Florida-based firefighter, paramedic, and comedian, with 2.1 million followers and over 61 million likes
- shares vital information – how to perform CPR, what to do with kitchen fires, and a day in the life as a firefighter – with humour



Fire Department Chronicles

‘how to use an AED’ video combats myths and misinformation but also explains, step by step, the method of using an AED effectively

‘there are a lot of public misconceptions about emergency services. A lot of people believe when you call us, we choose the calls we take for example – my videos dispel these myths and help responders through a more informed public.’

What can we learn from these examples?

People like to see the 'human'

As a public safety representative, you are often seen 'uniform-first' - your job is seen before you are seen as an individual. Showing the humans behind the job allows the public to see the person, improving offline communications. Humanize staff, include the community, and encourage conversation!

What can we learn from these examples?

Tackle misinformation

Our shared goal is to save lives. The most obvious way of doing that is by attending emergency callouts - but social media can be an incredible tool for prevention. From how to use an AED to how to put out a kitchen fire, how well the public is informed has a direct impact on accidents avoided - and lives saved.

What can we learn from these examples?

Unexpected benefits?

Staffing is a huge issue worldwide - but did you know your social media presence can recruit a whole new generation of emergency responders?

‘A lot of people asked about getting into the profession – as an EMS educator this really motivated me! I didn’t realise people wanted to talk about emergency services on TikTok. As I go to high schools and education centres to raise awareness of emergency services, I now have a good idea of the questions people want to know an answer to, but might be too scared to ask.’

Some numbers...

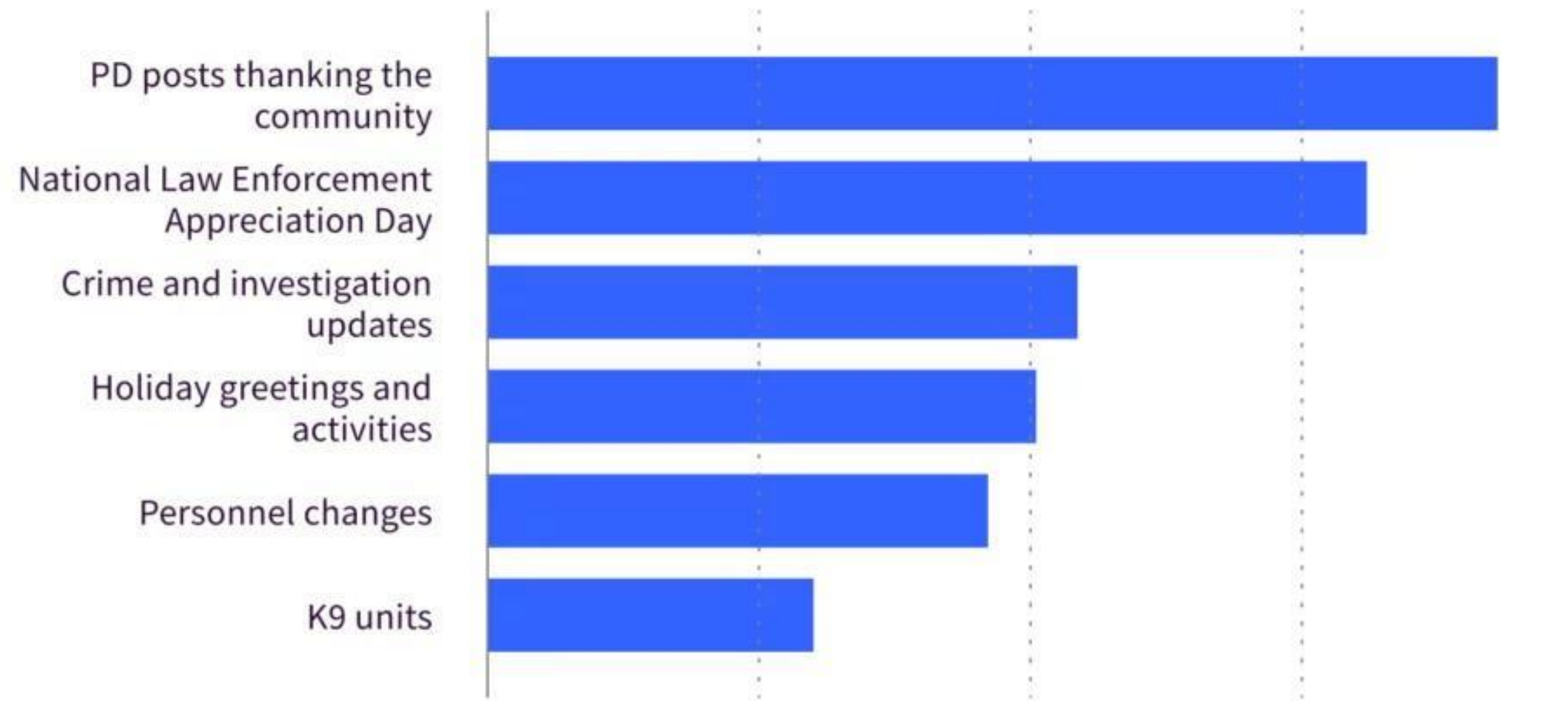
How can social media be used to improve relations between police departments and the community? One major California Police Department has the answer. After reevaluating their communications strategy and online presence, the police department of one major California city went from generating 16% negative sentiment from online discourse, to 22% positive sentiment.

By including updates about their department's K9 units, holiday activities, and departmental changes, as well as by thanking the community for their participation in community events, they managed to humanize the department, include the community, and encourage conversation.

Some numbers...

Drivers of positive sentiment towards the police

OF POSITIVE INTERACTIONS



Takeaways

No matter whether you are a solution provider, emergency service or more...

- **glossy brochure corporate speak appeals less and less:** younger audiences and platforms want to see the real people who make up your business, flaws and all. Let people see them, get to know them and laugh with them.
- **participate in the conversation:** we can't always stop bad things from happening, but we make sure people feel welcome, understood and heard.

Learn more!

<https://eena.org/blog/sirens-to-sounds-emergency-services-and-harnessing-the-power-of-tiktok/>

The infographic is divided into two main sections. The left section, page 82, features the title 'Sirens to sounds: Emergency services and harnessing the power of TikTok' and an introductory paragraph. The right section, page 83, contains a detailed paragraph about emergency services using TikTok. The central illustration depicts a person sitting on a large fire hydrant, another person holding a smartphone, and a large smartphone displaying a fire. A fire extinguisher and a megaphone are also shown. The background is a light pink color with stylized leaves.

technology

Sirens to sounds: Emergency services and harnessing the power of TikTok

Emergency services staff or social media stars? In today's world, you can be both, as TikTok carves out a new space for police, firefighters, and paramedics to reach a young, new audience, writes **Amy Leete**

It is hard to deny that TikTok, with over one billion monthly active users, has become a daily part of life for many young people across the world. It's an app that's no stranger to controversy. Several countries, including France, the Netherlands, and Norway, have recently banned the use of TikTok on government-owned devices, citing concerns over the app's privacy and security.

A social media application, the premise is simple: you are presented with a never-ending list of entertaining videos to scroll through. Anywhere from 15 seconds to 10 minutes long, TikTok's powerful algorithm is able to determine what kind of videos you like based on the time you spend watching, as well as your comments and likes. From funny cat videos to restaurant reviews and home-repair tips, almost every hobby and interest is represented. Dance challenges form a large part of TikTok's appeal (readers with children may find this a useful explanation for their strange behavior). Certain songs, dances, and video formats rise in popularity, and content creators make their own versions. TikTok has led to the emergence of a new category of video: infotainment, where genuinely useful information is presented in an engaging, entertaining, and often comical way.

You may wonder how such a platform could hold any value for emergency services. Life-or-death situations are not amusing, and the issues affecting emergency service personnel, such as their psychosocial well-being, are serious. Above all, emergency service organizations (ESOs) have historically been conservative and cautious in allowing

staff to create their own accounts, citing risks to reputation and public safety. Yet, as approximately 50 per cent of the world's population is now active on social media, even ESOs themselves have established online presences to share relevant, useful, and accurate information on public safety. Twitter and Facebook are now populated with ESO-run accounts, detailing what to do in an emergency, how to stay

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