


**USING SOCIAL MEDIA
DURING FLOODS**
(IN 140 CHARACTERS OR LESS)

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Social Media 101



SOCIAL MEDIA EXPLAINED

- TWITTER** I'M EATING A #DONUT
- FACEBOOK** I LIKE DONUTS
- FOURSCORE** THIS IS WHERE I EAT DONUTS
- INSTAGRAM** HERE'S A VINTAGE PHOTO OF MY DONUT
- YOUTUBE** HERE I AM EATING A DONUT
- LINKED IN** MY SKILLS INCLUDE DONUT EATING
- PINTEREST** HERE'S A DONUT RECIPE
- LAST FM** NOW LISTENING TO "DONUTS"
- GT+** I'M A GOOGLE EMPLOYEE WHO EATS DONUTS.

The Situation

January & February 2011

The Situation

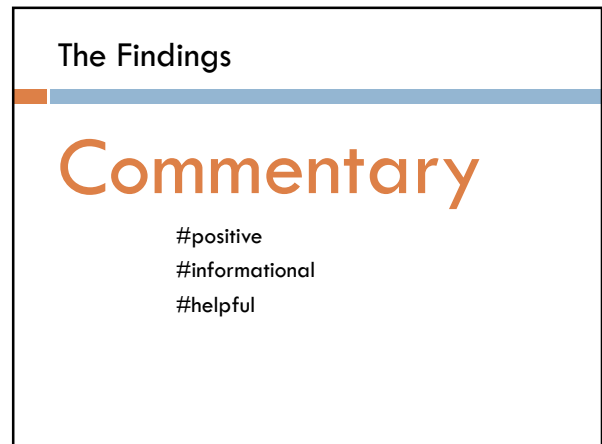
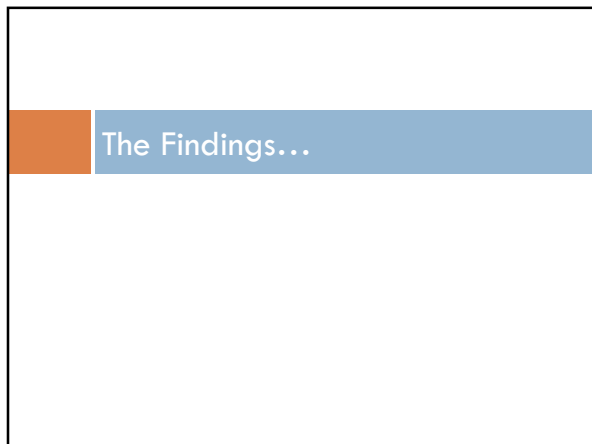
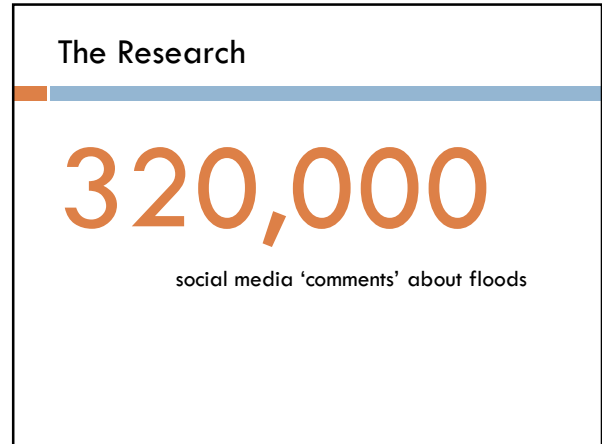
300mm
rain across 2/3 of Victoria

The Situation

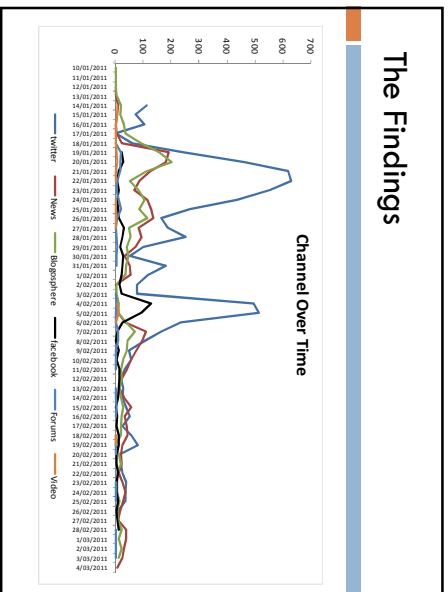
17,500
SES requests for assistance

The Situation

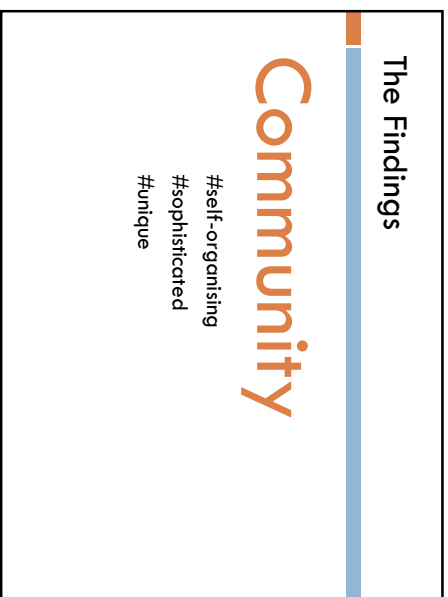
320,000
emergency alert messages



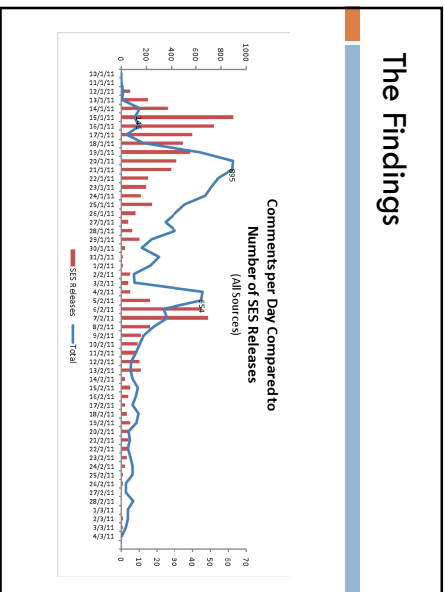
The Findings



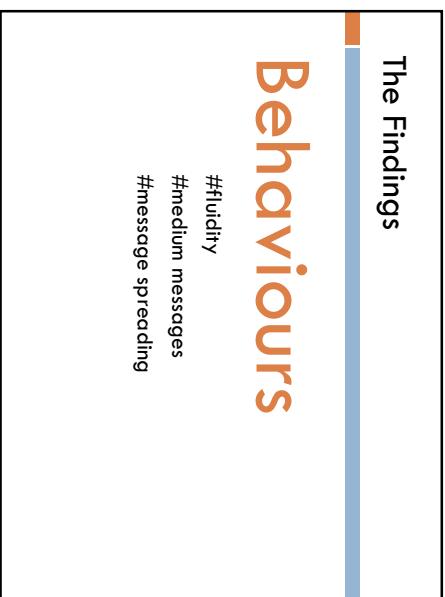
The Findings



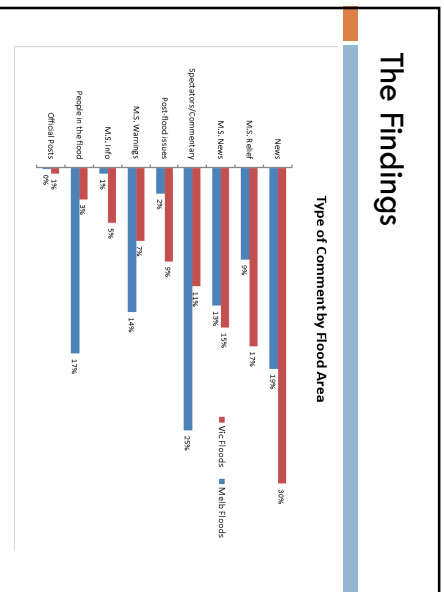
The Findings



The Findings



The Findings



The Future...

The Future

Prepare...

don't wait for an emergency to get involved

The Future

Listen...

your intelligence just increased ten-fold

The Future

Adapt...

be flexible in medium and message

The Questions...

www.facebook.com/vices
www.youtube.com/vicestv
www.twitter.com/viceswarnings