



# Using social media during a crisis



# CDPHE's social sites

Colorado Department of Public Health and Environment

Published by Shannon Barbare [?] · August 27 at 9:01am ·

Nine more human cases of West Nile virus were confirmed during the week ending Aug. 21, bringing the state's cumulative total to 17. Not all counties in Colorado collect and test mosquitoes for WNV, but it's best to assume you have some risk for WNV if you have mosquitoes. Continue to fight the bite as positive mosquito pools continue to increase in number and geographic range.

**4 D'S**

- > **DRAIN** standing water routinely.
- > Use an insect repellent with **DEET**.
- > Be especially careful at **DUSK & DAWN**.
- > **DRESS** in long sleeves and pants where mosquitoes are active.

Take precautions against West Nile virus

1,205 people reached

Boost Post

Like Comment Share

THIS WEEK

- 3,642 Post Reach
- 269 Post Engagement
- 2 Contact Us

Recent

- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 1876

LIKED BY THIS PAGE

- Man Therapy
- CDC
- Children's Hospital Colorado

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Facebook  
is features

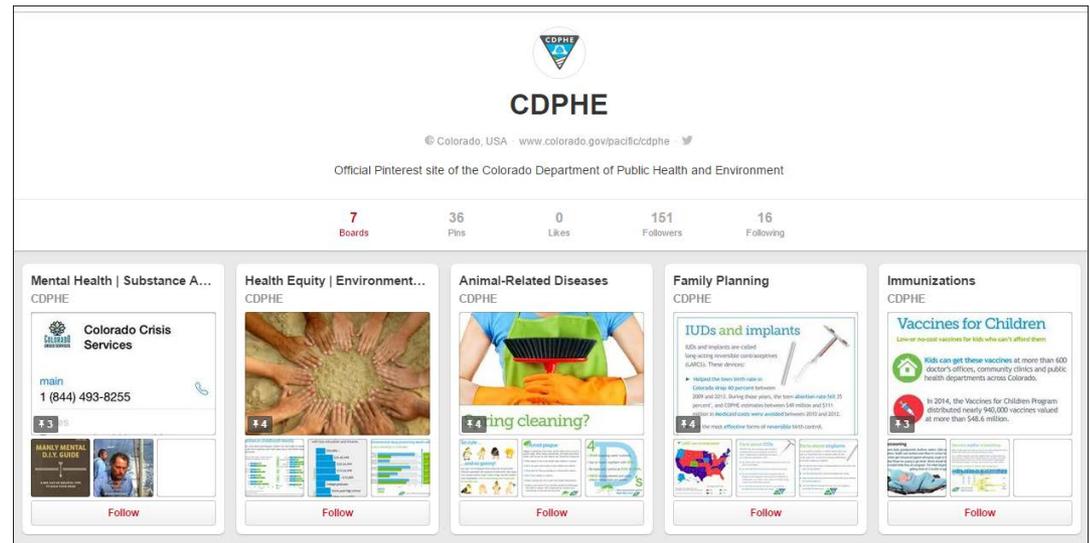
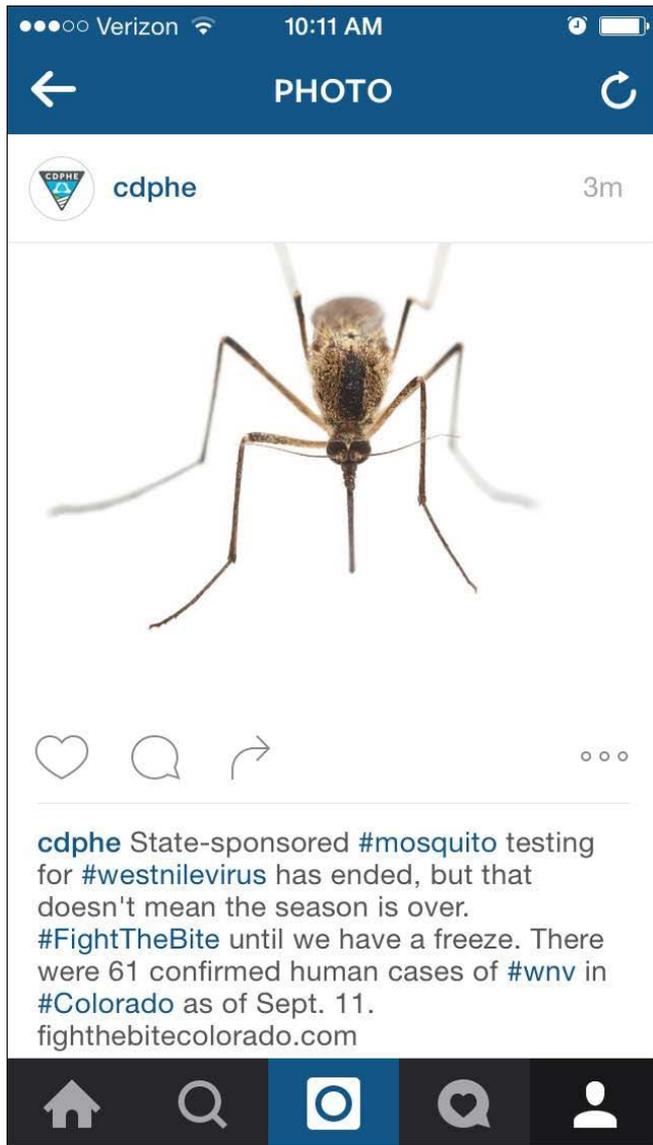
Twitter  
is news



CDPHE @CDPHE · Aug 27

9 more human cases of #WestNileVirus confirmed, week ending 8/21.  
Continue to fight the bite. [fightthebitecolorado.com](http://fightthebitecolorado.com)





Instagram is a compelling photo.

Pinterest is an image gallery.



# Tips & tricks

➤ Lots of images; size them correctly.

➤ Make Facebook links your own.

➤ Tag your partners

**LPHAs**  
A public list by CDPHE  
Local Public Health Agencies in Colorado

MEMBERS: 18    SUBSCRIBERS: 0

Edit    Delete

Tweets >  
List members >  
List subscribers >

More lists by @CDPHE · View all

- COEmergency
- City&CountyGov
- CDPHEPeople
- Colorado State Agencies
- Marijuana
- Pols
- Hospitals
- Mental Health
- Other State/Local Health
- Fed Health
- Public Health Education
- Health Professional Orgs
- Health Publications
- First Responders
- Media Individuals
- LPHAs
- CDPHETweets
- Partners
- Media Outlets
- Create new list

**List members**

- Denver Public Health @DenPublicHealth** Following  
As Denver's public health department, we provide a wide range of services that promote, improve & protect the health &well-being of residents of Denver & beyond
- Tri-County Health @TCHDHealth** Following  
Protecting, promoting and improving the health, environment and quality of life for the residents of Adams, Arapahoe, and Douglas Counties in Colorado
- Denver Enviro Health @DenEnviroHealth** Following  
Denver Environmental Health's divisions are: Animal Care & Control, Community Health, Environmental Quality, Medical Examiner, and Public Health Inspections
- SummitCoPublicHealth @SCPHOH** Following  
Summit County Public Health works to protect and advance the health of the community, create a healthy environment and ensure access to health services for all
- Gilpin County @GilpinCounty** Following  
Official Twitter site of Gilpin County government.
- Larimer Health Dept. @larimerhealth** Following  
A northern Colorado local public health department, we strive for a healthy community by reducing preventable illness, disease, disability and premature deaths
- weldgov @weldgov** Following
- Healthy Mesa County @WeAreHealthyMC** Following  
Working together to promote wellness, excellence, empowerment and community in Mesa County, Colorado. [healthymesacounty.org](http://healthymesacounty.org)
- Eagle Public Health @ECPublicHealth** Following





## ➤ Shrink those unsightly URLs

<http://thelongestlistofthelongeststuffatthelongestdomainnameatlonglast.com/wearejustdoingthisobestupidnewsincethiscangoonforeverandeverandeverbutitstilllookskindaneatinthebrowsereventhoughitsabigwasteoftimeandenergyandhasnorealpointbutwehadtodoitanyways.html>

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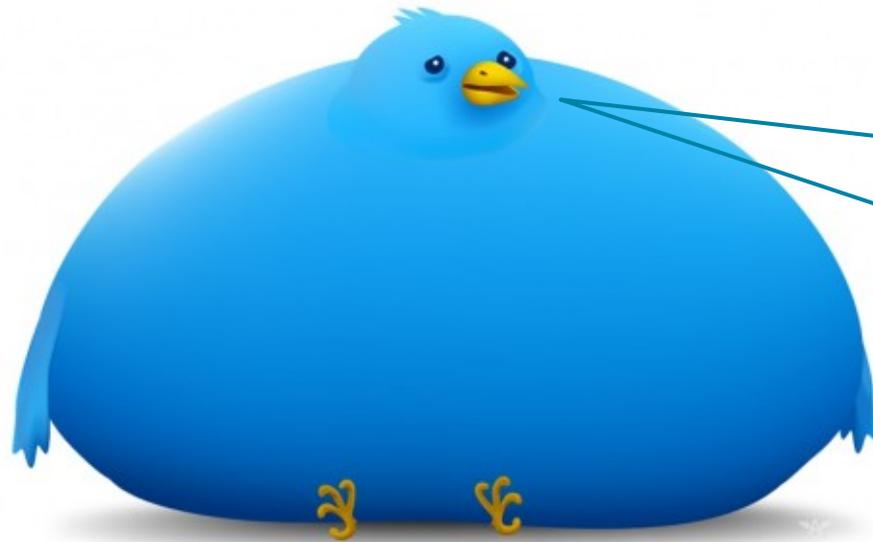
<http://goo.gl/XeHx> or

<http://bit.ly/IgZ33zV>





# Write lean and clean



The Colorado Department of Public Health and Environment promotes the process of proper hand hygiene among its employees, partners and stak...



We love to wash our hands and hope you do, too.





# Floods, 2013



**CDPHE** @CDPHE · 13 Sep 2013

#COFlood Boil water advisory now for Frederick in addition to Lyons and Left Hand Water District @TownofFrederick

↩️ ↻ 12 ★ 1 📊 ⋮



**CDPHE** @CDPHE · 13 Sep 2013

#COFlood Lyons & Left Hand Canyon water sys. residents: don't use tap water w/o boiling it. Boil for 3 min. For drink, ice, brushing, food.

↩️ ↻ 8 ★ 1 📊 ⋮



**CDPHE** @CDPHE · 19 Sep 2013

All #WIC clinics open. Limited services at Estes Park clinic. #coflood

↩️ ↻ 4 ★ 📊 ⋮



**CDPHE** @CDPHE · 19 Sep 2013

#COFlood: Cleaning mold w/bleach? Wear non-porous gloves & protective eye wear.

↩️ ↻ 4 ★ 1 📊 ⋮



# Ebola, 2014



CDPHE @CDPHE · Oct 15

Today, @CDPHE staff from multiple areas of expertise are doing a #Ebola preparedness exercise. #FactsNotFear



← ↻ 1 ★ 1 || ...



CDPHE @CDPHE · Jan 15

2nd #Ebola test @DenverHealthMed negative; patient released. Patient doesn't have Ebola, is not a risk to others.

← ↻ 10 ★ 4 || ...



# Animas Spill, 2015



CDPHE @CDPHE · Aug 10

We're in the field supporting San Juan health dept. efforts on [#AnimasRiver](#) incident. Visit their site for latest: [sjbhd.org](http://sjbhd.org)



CDPHE @CDPHE · Aug 13

Our Water Division is on the job in Southwest Colorado. [#AnimasRiver](#)





# Social shouldn't be an afterthought

Include the social media manager!





# Tips and tricks

- Research and develop a stockpile of factual health/safety messages.
- Determine the right hashtags.
- Determine partners and create a list for that specific emergency.

# #ready





- Accurate and credible is more important than “first.”
- Misinformation will be circulated.
- You won't keep up with everything.
- You may get left out of the conversation.
- Do your best.

#relax







# Social media exercise



# Scenario

On Oct. 7, Adams County hosted a large sporting event with approximately 20,000 people in attendance. In preparation for the sporting event, the complex held two mandatory training days for all 150 event staff on Oct. 4 and 5. Event staff were being trained to perform customer service tasks such as ticket handling, food preparation or service, direct sales of tickets, or leading people to their seats. Small groups of trainees would work closely with a trainer to learn each task, and the trainees mingled freely sharing smokes and drinks with one another during breaks.

On the afternoon of the first day of the pre-event training (Oct. 4), one member of the event staff, John Smith, suddenly became ill with fever, headache, cough and chills. John told his co-workers that the week prior to the mandatory training (Sept. 21-28), he spent time at his grandparent's farm helping his grandpa clean out an old barn with a history of rodent infestation. His grandpa told him the squirrels at the farm had been dying recently. John had a cat on the farm, who lived mainly outside. The cat had recently seemed sick, but John had allowed him inside and onto the couch with him. John really needed the job so he continued with the training though he felt quite ill.

By the second day of the pre-event training (Oct. 5), John's symptoms had worsened. He became nauseated and was coughing frequently. His supervisor took him to the hospital where he was diagnosed with pneumonia. Tests for viruses came back negative and it was unclear what infectious agent was causing the pneumonia. With the exception of the supervisor who drove the employee to the hospital, none of the other event staff paid much attention to their sick co-worker, and everyone else completed the two day training.

On the day of the sporting event (Oct. 6), 6 of the 150 event staff called in sick (including the supervisor who had taken John to the hospital) but the remaining staff showed up for work. People began pouring into the stadium, interacting with the staff. Some of the event staff who were working weren't feeling well and were coughing. A few of them even had to leave work as they felt too ill to continue.

After the sporting event, local area hospitals and clinics noticed a significant increase in patients presenting with fever, chills, and exhaustion. Some of these patients also had respiratory and pneumonic symptoms. Influenza testing was negative in these patients, and hospitals struggled to identify the agent causing the illness. Since the disease had a respiratory component and appeared to be transmissible person-to-person, hospitals began to enforce their applicable infection control protocols related to controlling the spread of the disease including the use of personal protective equipment (PPE) and appropriate patient isolation.

# New information

Hospitals have officially identified the agent causing the illness as coughmonic.

## FAQ

**What are the symptoms of coughmonic?**

Symptoms occur 1-2 days after exposure and are similar to pneumonia: shortness of breath, chest pain, coughing, headaches , fever and possibly bloody or watery mucus.

**How many people are ill with coughmonic?**

There have been 5 confirmed cases of coughmonic.

**Is there a vaccine for coughmonic?**

There is no vaccine, but the illness can be cured with antibiotics. Those infected should finish their prescriptions to ensure it is effective.

**How to prevent spread of coughmonic and stay healthy.?**

Practice good hygiene. Wash your hands frequently. If soap and water isn't available, use alcohol-based hand sanitizer. Avoid being around sick people, and if you are sick with a fever, stay away from others until your fever has gone away. See your doctor if you are experiencing symptoms.

# Rumor

[@9NEWS](#) 20,000+ attendees of Oct. 7 sporting event infected with #coughmoniac; [@hickforco](#) among them. #viralguy



# Notes

## Using images correctly

- <http://sproutsocial.com/insights/social-media-image-sizes-guide/>
- Google “free image resizing tools.”

## Shrinking urls

- Use [goo.gl](http://goo.gl) or <https://bitly.com/> or
- Google “url shorteners.”

## Searching hashtags

- <https://twitter.com/search-home>
- <https://www.hashtags.org>

## Writing

- The fewer words, the better.
- Use personal pronouns
- Write in positives. “Boil water, ” not “Don’t drink the water.”
- Ask for retweets. Say please and thank you.
- Avoid technical terms and jargon.



# Notes

## Questions to answer when a crisis is looming

- Are you the lead agency?
  - If not, repost to drive followers to the right place.
- How are you using social?
  - To spread health and safety information **before** news releases or statements are vetted and issued or to **reinforce** and **reiterate** messages after that?
- Which sites will you use?
- Do you have a process for people to send social messages to the social media manager?
  - [CDPHE's guide for sending social posts](#)
- How will your messages be vetted?
- Include the social media manager in status meetings!

## #Ready and #relax

- Research and develop a stockpile of factual health/safety messages.
  - Include links for more information.
  - Try shorten direct instructions to fit in a single post.
  - Anticipate and develop likely answers to public questions.
  - Draft initial messages.
  - [Disaster social media library](#)
- Determine the right hashtags.
  - If in doubt, use more than one.
  - Try your tags to see what's taking.
  - Check media outlets.
- Determine partners and create a list for that specific emergency.
  - Tag partners.
  - Ask for retweets.
  - Create a list of partners for the specific crisis.