

Social Media Monitoring in Public Health Emergencies

Public Health Communications Webinar Series

July 24, 2019

Webinar Objectives

- Explore how to use social media to monitor and respond to the spread of (mis)information during public health emergencies
- Describe the importance of being aware of public sentiment during a public health emergency
- Identify how to use social media bidirectionally to both provide updates and collect public feedback
- Share scalable approaches for managing social media monitoring regardless of organizational budget

Agenda

- **Social Media for Public Health Emergency Preparedness & Response**
 - Tamer Hadi, Director of Strategic Technology, Office of Emergency Preparedness and Response, NYC Department of Health and Mental Hygiene
- **Q&A**

Social Media for Public Health Emergency Preparedness & Response



Tamer Hadi

Director of Strategic Technology

Office of Emergency Preparedness and Response
NYC Department of Health and Mental Hygiene



@tamer_hadi



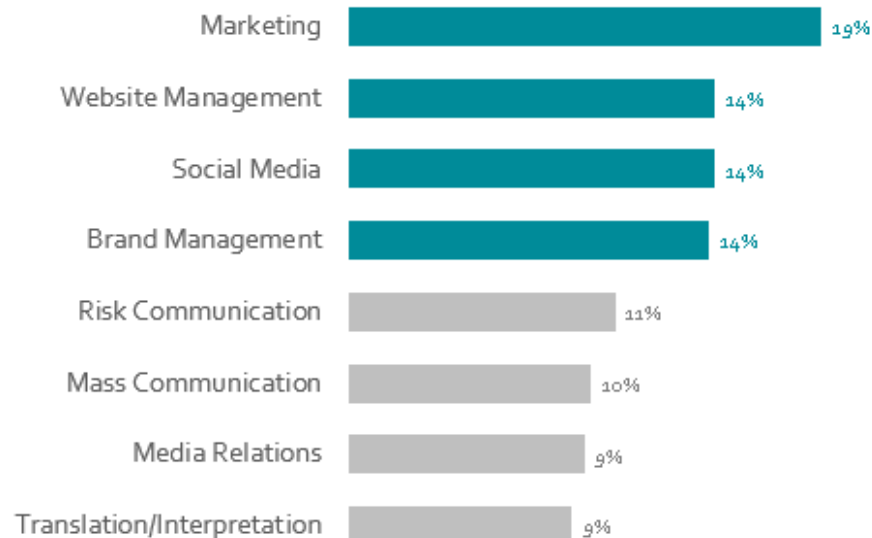
OVERVIEW

- **PREPAREDNESS PHASE**
 - Establishing social media presence
 - Social media promotion strategies
- **RESPONSE & RECOVERY PHASE**
 - Brief background
 - Best Practices
 - Free tools, trainings, resources
 - Public health emergency case studies from NYC
 - *Measles, Ebola, Legionnaires' Disease, Zika*
- **Current / Future Social Media Trends**
- **Discussion / Q&A**

2017 NACCHO LHD Survey

Results

LHDs most commonly selected marketing, social media, website management, and brand management as top priorities for improvement.





JAN
2019

DIGITAL AROUND THE WORLD IN 2019

THE ESSENTIAL HEADLINE DATA YOU NEED TO UNDERSTAND GLOBAL MOBILE, INTERNET, AND SOCIAL MEDIA USE

TOTAL
POPULATION



7.676

BILLION

URBANISATION:

56%

UNIQUE
MOBILE USERS



5.112

BILLION

PENETRATION:

67%

INTERNET
USERS



4.388

BILLION

PENETRATION:

57%

ACTIVE SOCIAL
MEDIA USERS



3.484

BILLION

PENETRATION:

45%

MOBILE SOCIAL
MEDIA USERS



3.256

BILLION

PENETRATION:

42%



we
are
social



we
are
social

7

SOURCES: POPULATION: UNITED NATIONS, U.S. CENSUS BUREAU; MOBILE-GSMA INTELLIGENCE; INTERNET: INTERNETWORLDSTATS (IWS); WORLD BANK; CIA WORLD FACTBOOK; EUROPEAN SOCIAL GOVERNMENT BODIES AND REGULATORY AUTHORITIES; MEDIA: TIME MAGAZINE; REPORTS IN: REPUTABLE MEDIA; SOCIAL MEDIA: NATIONALS SOC. MEDIA ADVERTISING TOOLS; NEWS RELEASES AND IN-WRITE CAMPAIGNS ANNOUNCEMENTS; AEM; DDB; MEDIA REPORT; TECHRAG; NBC WORKER; SOURCE: ALL STATISTICS AND DATA IN JANUARY 2019



Hootsuite™

we
are
social

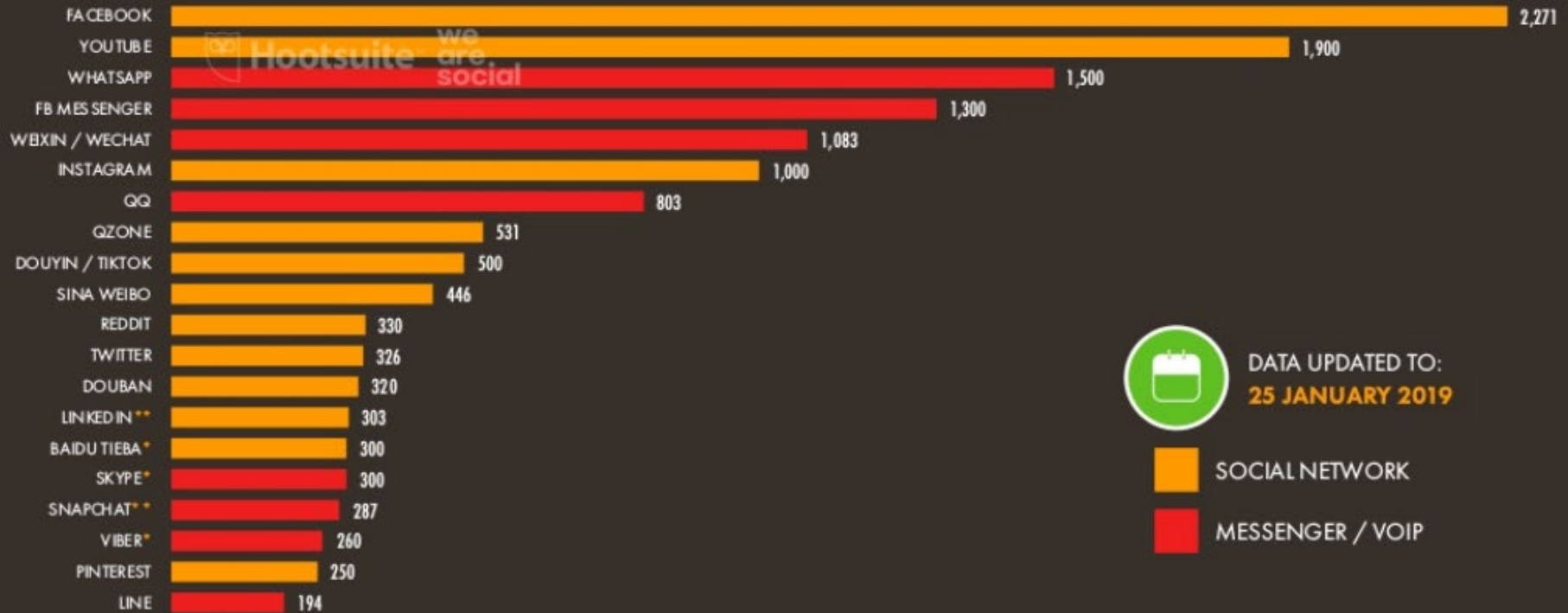
Infographic Credit: Hootsuite

NYC
Health

JAN
2019

SOCIAL PLATFORMS: ACTIVE USER ACCOUNTS

BASED ON MONTHLY ACTIVE USERS, USER ACCOUNTS, OR UNIQUE VISITORS TO EACH PLATFORM, IN MILLIONS



DATA UPDATED TO:
25 JANUARY 2019



SOCIAL NETWORK

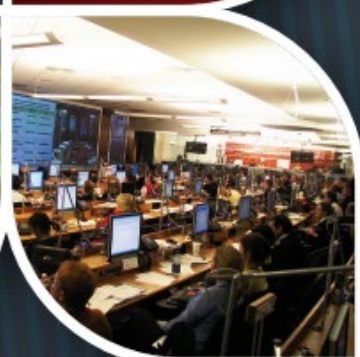


MESSENGER / VOIP

SOURCES: KEPIO'S ANALYSIS; LATEST COMPANY EARNINGS RELEASES; PRESS RELEASES OR MEDIA STATEMENTS; REPORTS IN REPUTABLE MEDIA (ALL UP TO JAN 2019). ***ADVISORY:** PLATFORMS IDENTIFIED BY (*) HAVE NOT PUBLISHED UPDATED USER FIGURES IN THE PAST 12 MONTHS, SO FIGURES MAY BE LESS RELIABLE. ****NOTES:** THESE PLATFORMS DO NOT PUBLISH MAU DATA. LINKED IN FIGURE IS BASED ON MONTHLY UNIQUE WEBSITE VISITORS IN DEC 2018, VIA SIMILARWEB. SNAPCHAT FIGURE EXTRAPOLATED FROM DATA REPORTED IN TECHCRUNCH (JUN 2017).



Public Health Emergency Preparedness and Response Capabilities



National Standards for
State, Local, Tribal, and
Territorial Public Health

October 2018
Updated January 2019



Centers for Disease
Control and Prevention
Center for Preparedness
and Response

- “social media” mentioned 24 times in 2018 update
- Only 5 times in 2011 version – all focused on outbound use

FEMA National Incident Management System (NIMS)

Updated on October 17, 2017

Social Media

Social media presents unique considerations for incident management at all levels and provides a set of tools that can facilitate:

- Monitoring and gathering information and firsthand accounts of incident impacts;
- Distributing public information and warning;
- Producing maps and incident visualizations; and
- Matching available information, services, and resources to identified needs.

Using Social Media for Situational Awareness

Social media provides innovative ways of gathering data to achieve situational awareness. Monitoring of spikes or trends in social media by fusion centers, law enforcement, public health, or other information monitoring systems may enhance situational awareness or provide early indication of emerging issues. As with all data, incident personnel use data validation processes to filter and determine the accuracy of information gained via social media.

Monitoring news and social media outlets helps identify rumors, inaccuracies, or information gaps. Important inaccuracies should be addressed before the media incorrectly reports them a second time.

- Media monitoring assesses the accuracy and content of news and social media reports and helps identify breaking issues and trends;

National Incident Management System

Using Social Media for Disseminating Information

Increasingly, the public expects incident management personnel to use social media to communicate necessary information. When using social media to disseminate information, considerations for incident managers include:

- Identifying the intended audiences and what types of information to share;
- Determining if they wish to solicit feedback or responses; and
- The potential time delay before survivors receive the message.

These decisions help incident managers determine which social media platforms they should use, the frequency and configuration of messages, and assignments and staffing needs. As with other public information, personnel should follow standard release protocols and ensure accessibility.

Advisory System (NTAS) facilitate communication with the public. Social media outlets are an important method of reaching the public directly; such outlets provide flexibility for targeting specific audiences or communicating when traditional media is unavailable, as in a power

The PIO performs a key public information-monitoring role by implementing measures for rumor control and monitoring/updating incident-related social media posts.

Establishing Online Presence

During “Blue Skies” / “Peace Time”

“The Case for the Social Media Coordinator”

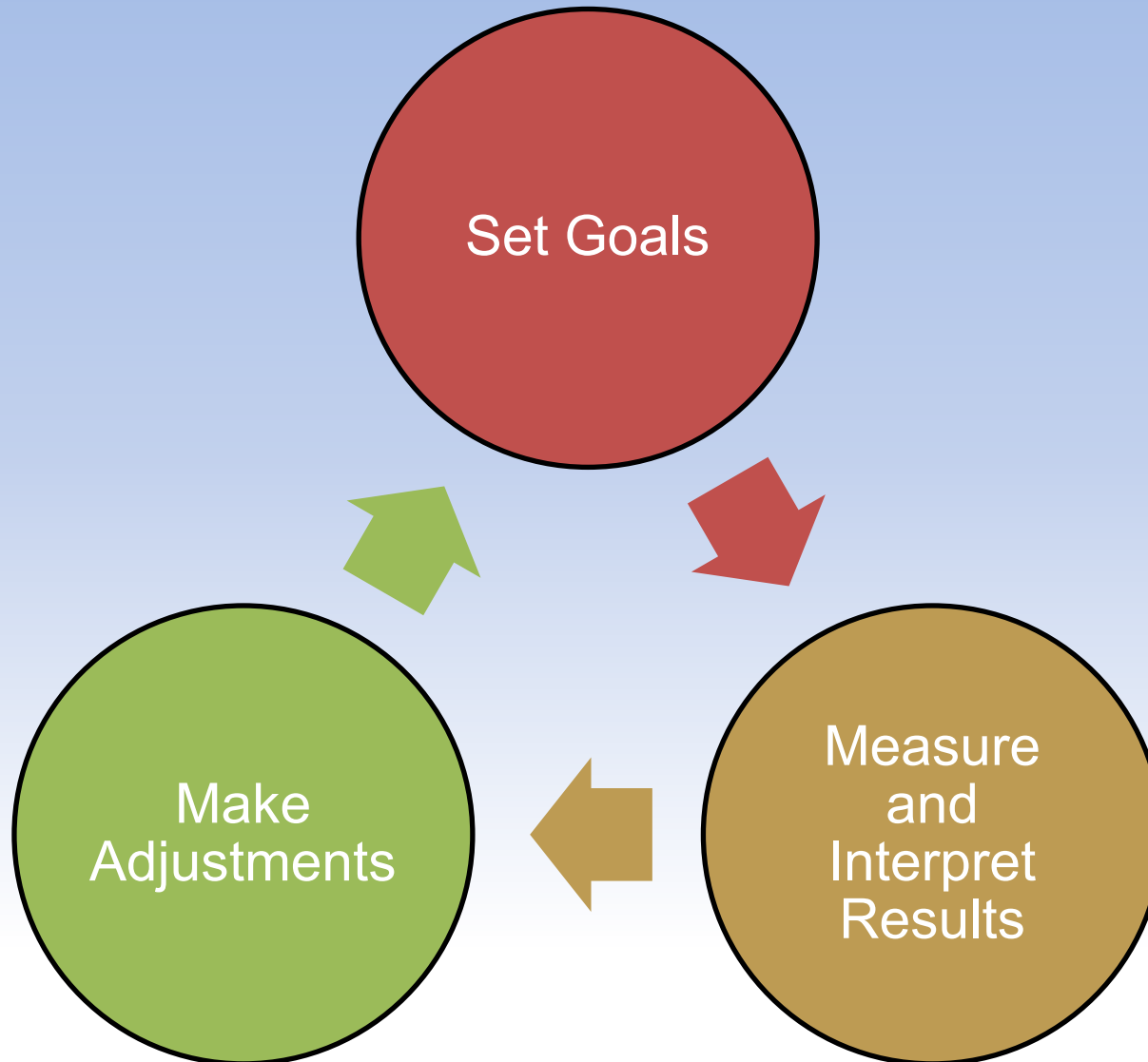
Kristy Dalton (@kristydalton22)

<http://www.govtech.com/social/The-Case-for-the-Social-Media-Coordinator.html>

“If you think managing social media just involves writing a few quick Tweets and Facebook posts every day - think again.”

“Besides ‘simply’ writing content, the social media coordinator needs to manage citizen comments and complaints, analyze data, evaluate ads, train employees on the right way to use social media, create reports, work with video and graphics, and more.”

Social Media Goals



What are other Health Depts doing?



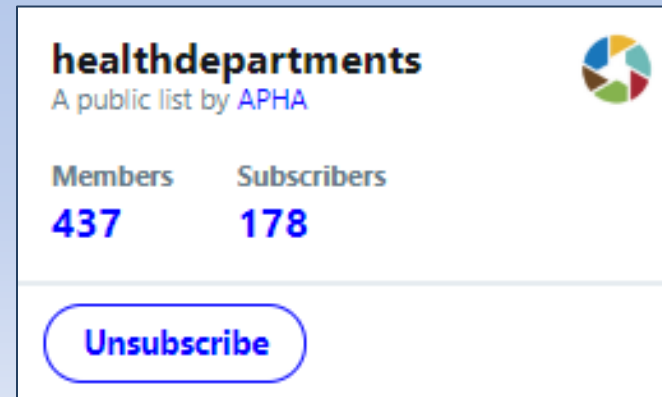
APHA 
@PublicHealth


Official account of the American Public Health Association: For science. For action. For health.

 Washington DC

 apha.org

 Joined June 2007



healthdepartments 
A public list by APHA

Members	Subscribers
437	178

[Unsubscribe](#)

<https://twitter.com/PublicHealth/lists/healthdepartments>



6 *FREE* Social Media Marketing & Promotion Strategies

1. Leverage existing agency social media accounts
2. Create/manage a profile for your top executive
3. Use live events to drive traffic to social media posts
4. Participate in national campaigns
 - *e.g. September Preparedness Month, Hurricane Week, etc.*
5. Target specific accounts and audiences using hashtags and mentions **
6. Participate in Twitter chats

Encourage Top Execs to Engage

 **Marisa Raphael**
@marisa_raphael Following

It has been an honor to lead emergency preparedness @nycHealthy for the past 16 years. I know the team will be in good hands with @BethMaldin as Acting Deputy Commissioner. I look forward to new challenges as VP for #PublicHealth and Strategic Operations @PPFA!




3:26 PM - 11 Jan 2019


5 Retweets 43 Likes



7 5 43


 **Beth Maldin Morgenthau**
@BethMaldin Following

Thanks @Marisa_Raphael for 16 years of incredible leadership and best of luck in your new role @PPFA! The #PublicHealth #EmergencyPreparedness team at @nycHealthy will continue to build on your impactful efforts to protect the health of NYers. #EMGTwitter

 **Marisa Raphael** @marisa_raphael
It has been an honor to lead emergency preparedness @nycHealthy for the past 16 years. I know the team will be in good hands with @BethMaldin as Acting Deputy Commissioner. I look forward to new challenges as VP for #PublicHealth and Strategic Operatio...

3:45 PM - 11 Jan 2019

4 Retweets 12 Likes



1 4 12

Examples of Leveraging Events

NACCHO Preparedness Summit (#Prep18)

 **nycHealthy** 
@nycHealthy

Following

How we prepare for biological threats in collaboration with state and federal partners: on.nyc.gov/2ocbctA #Prep18

On March 5, 2016,
the New York City Health Department conducted an
**Environmental Sampling
Full-Scale Exercise.**

3:01 5,376 views

Preparing for a Biological Attack

4:00 PM - 19 Apr 2018

2 Retweets 3 Likes



 **Marisa Raphael** @marisa_raphael · 17 Apr 2018

Public health departments also respond to natural disasters. Learn from @rss_esq how @nycHealthy and other jurisdictions communicate our role as first responders in emergencies to decisionmakers and the public. #Prep18



  3  14 

Examples of Leveraging Events (2)

#Prep19

 **nycHealthy** 
@nycHealthy Following

It is our priority to protect the health and safety of New Yorkers before, during, and after emergencies. This is how we prepare: on.nyc.gov/2v48DjB #Prep19



2:58 1,777 views

How NYC Health Prepares for Emergencies

4:01 PM - 25 Mar 2019

2 Retweets 13 Likes 

 **Beth Maldin Morgenthau** @BethMaldin · Mar 26

During a #disaster, how do you make sure vulnerable evacuees receive care & are reunited with their loved ones? Read more about how @nycHealthy rapidly deployed a system to do that for long-term care residents evacuated during #hurricane Sandy. #Prep19

on.nyc.gov/2UKVoz2



  5  7 

Tagging/Engaging Partner Agencies



Beth Maldin Morgenthau

@BethMaldin

Following



Thanks to @NYCHealthSystem, @GNYHA & all partners who participated in #SurgeExNYC today! This huge exercise involved 55 hospitals & 10 nursing homes & tested key capabilities, such as planning how to evacuate & transfer ~6,000 patients to facilities outside of evacuation zones.



4:15 PM - 6 Mar 2019

6 Retweets 14 Likes



ASPR and CDC Emergency



Beth Maldin Morgenthau @BethMaldin · Feb 8



Thanks @PHEgov for organizing the recent workshop w/ NY stakeholders on planning for recovery from a bioincident like #Anthrax. Further strides in local planning to be continued by @nycHealthy, @EPA, & other partners that better equips NYC to recover from a #bioterrorist attack.



9

20



Participate in Twitter Chats

#PrepYourHealth



The image shows a screenshot of a tweet from the account nycHealthy (@nycHealthy). The tweet text reads: "Lessons learned from #HurricaneSandy have lead to significant improvements in health care system preparedness, such as strengthened coordination and communication between facilities, patient tracking and safety and emergency management programs. #PrepYourHealth". The tweet includes a retweet and like count of 5 Retweets and 10 Likes, and a row of profile pictures of users who interacted with the tweet. A quote tweet from CDC Emergency (@CDCemergency) is also visible, asking: "Q2: How have experiences with hurricanes changed how you and/or your organization prepare and plan for hurricane season? #PrepYourHealth". The quote tweet includes a small image of a palm tree against a cloudy sky.

nycHealthy 
@nycHealthy Following

Lessons learned from #HurricaneSandy have lead to significant improvements in health care system preparedness, such as strengthened coordination and communication between facilities, patient tracking and safety and emergency management programs. #PrepYourHealth

CDC Emergency  @CDCemergency
Q2: How have experiences with hurricanes changed how you and/or your organization prepare and plan for hurricane season? #PrepYourHealth

QUESTION: 2

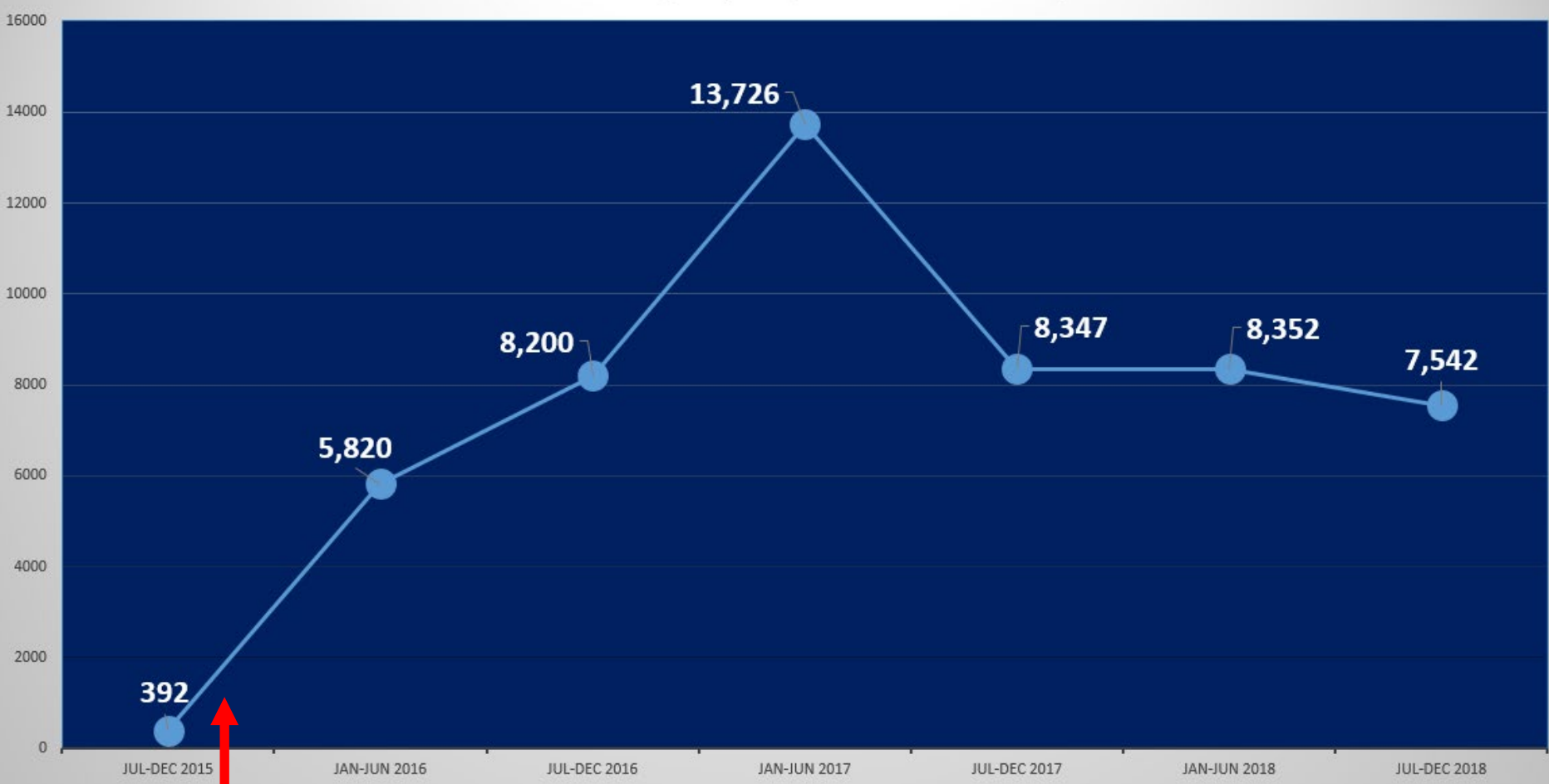
2:12 PM - 9 May 2019

5 Retweets 10 Likes

Evaluating Success

Website Metrics

Visits to Emergency Preparedness Home Page



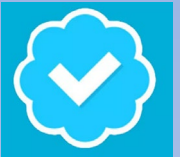
Social Media Promotion Begins

Input from NACCHO Communications Committee Member

“Don’t short-change the time used to discuss building your audience in peace-time. Being in a flooding emergency right now, I can tell you it was nice to have a base following already and to be known in the community to have active and timely information. We have become a big component of update distribution via social media for the response due to the peace-time focus.”

- NACCHO Communications Committee Member

Encourage your agency to get VERIFIED



...WHEN THEY
REACTIVATE THE
PROGRAM



- Follower count doesn't matter
- Don't be discouraged by slow growth on Twitter



\$\$\$ Social Media Marketing & Promotion

- FB ads
- Sponsored posts on Instagram
- Snap Ads
- Promoted Tweets
- Mobile Ad Networks
- Influencer Marketing
 - Micro-influencers > Celebrity Influencer

This can get very expensive, very fast

It's all about the content...and how it's presented





Tell Your Story



@PrepImpact

Website: www.PreparednessImpact.com

- Home
- About
- Communication Toolkit
- Impact
- Upcoming Events
- Get Involved



ABOUT THE PROJECT

Learn about the project's history, vision, mission, and target audiences.



COMMUNICATION TOOLKIT

Download and use available materials to educate, communicate, and motivate!



IMPACT

Take an inside peek at the state and local impact of preparedness efforts.



OUTREACH TRACKING

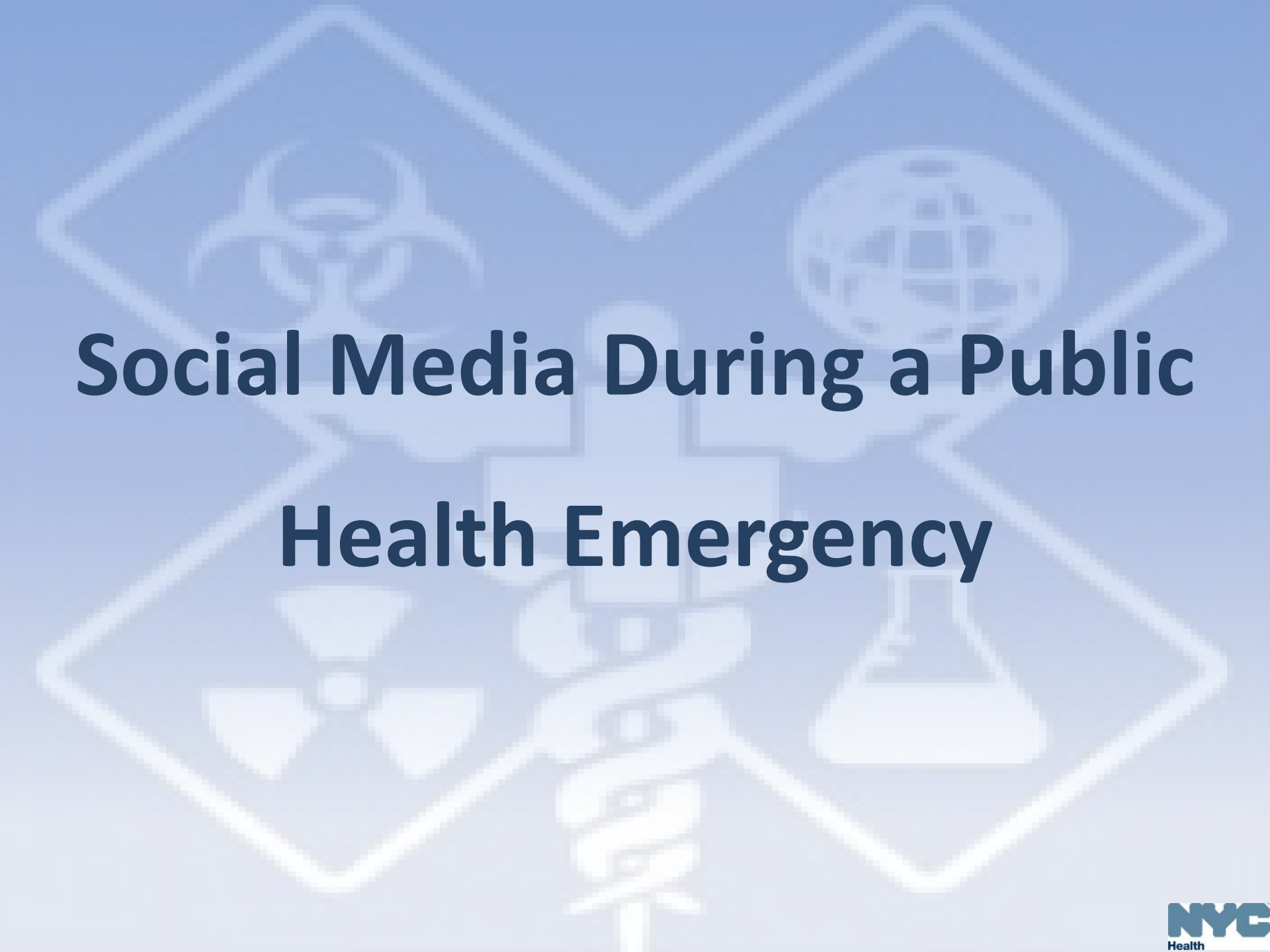
Log your educational outreach to improve future efforts.



GET INVOLVED

There are numerous ways you can support the Preparedness Impact Project. Click to learn more!

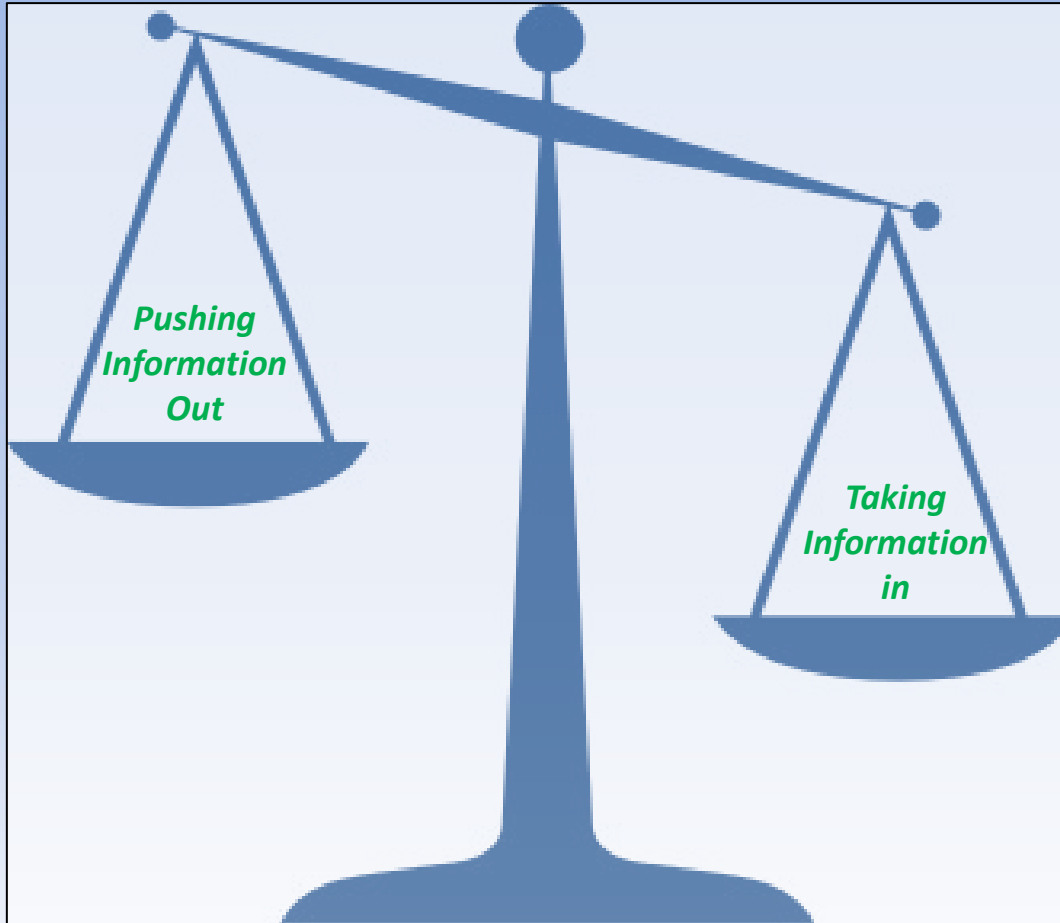




Social Media During a Public Health Emergency



Effective Use of Social Media During Emergency is Bidirectional



While outbound risk communication is critical...Listening is just as important!



Pushing Out Incident Information

1. Provide Public Situational Awareness

- *What you know and do not know*
- *Control the story as quickly as possible*

2. Build Public Credibility/Trust

- *Establish audience before emergency*

3. Direct Engagement with the Community

- *Two-way communication answering questions or addressing comments*
- *Ignore trolls, bots*

Best Practices for Tweets

General Format

- 1) Informational / Actionable Message
- 2) Link to more info
- 3) Hashtag
- 4) Picture / Video / GIF



Best Practices for Tweets: *Threads*



Commissioner Oxiris Barbot ✓

@NYCHealthCommr

Following

We are in the midst of a [#measles](#) outbreak. People in violation of our order to get vaccinated against measles will get a violation and could be fined \$1,000 per instance.



10:58 AM - 9 Apr 2019

54 Retweets 80 Likes



24 54 80



Tweet your reply



Commissioner Oxiris Barbot ✓ @NYCHealthCommr · Apr 9

We've worked closely with the community, religious leaders, and schools to make sure vulnerable people are kept safe during this outbreak and to challenge the dangerous misinformation being spread by a group of anti-vaxxers.

11 8 21



Commissioner Oxiris Barbot ✓ @NYCHealthCommr · Apr 9

Young children and people who have weakened immune systems cannot get vaccinated, so it's crucial that everyone around them be vaccinated in order to shield them from the infection.

7 23 45



Commissioner Oxiris Barbot ✓ @NYCHealthCommr · Apr 9

I know that parents may be afraid of getting their child vaccinated, but as a pediatrician, I know that getting vaccinated is far safer than getting measles. The vaccine has been proven safe and effective in preventing the spread of measles for decades and we have evidence.

38 30 52



Commissioner Oxiris Barbot ✓ @NYCHealthCommr · Apr 9

We urge everyone who can get vaccinated to get vaccinated. As Passover is coming up, it's important that all New Yorkers get vaccinated, especially if they plan to travel overseas to Europe or Israel, or to areas in the U.S. that are experiencing large outbreaks.

18 14 29

Best Practices for Tweets:

Live Stream Press Conferences

nycHealthy @nycHealthy · Apr 15
Today we're announcing an update on the #measles outbreak in Williamsburg.

22:52 781 viewers

Today we're announcing an update on the #measles outbreak in Willi...
Nychhealthy @nycHealthy

During the incident...

1) Tell your audience to enable mobile notifications



2) Consider pinning latest and most important tweet / thread to your profile



3) Put the incident hashtag in your Profile Name and/or Bio to improve your agency's searchability





Tweet via SMS

Text 40404

How to post a Tweet via SMS

1. First, make sure you've linked your phone to your Twitter account.
2. Locate your [Twitter short code](#). If you don't see your country on the list, we may not support your location or mobile carrier yet. We're working to support more every day.
3. Once your phone is added, simply send a text message containing your Tweet to your short code.
4. That's all you need to do! It will post as a Tweet to your Twitter profile.
5. To check that your message posted to your Twitter profile, log in on the web and click on your profile. You should see your Tweet posted there.
6. Use these designated [Twitter SMS commands](#) to perform even more actions from your Twitter account.

Facebook: Local Alerts

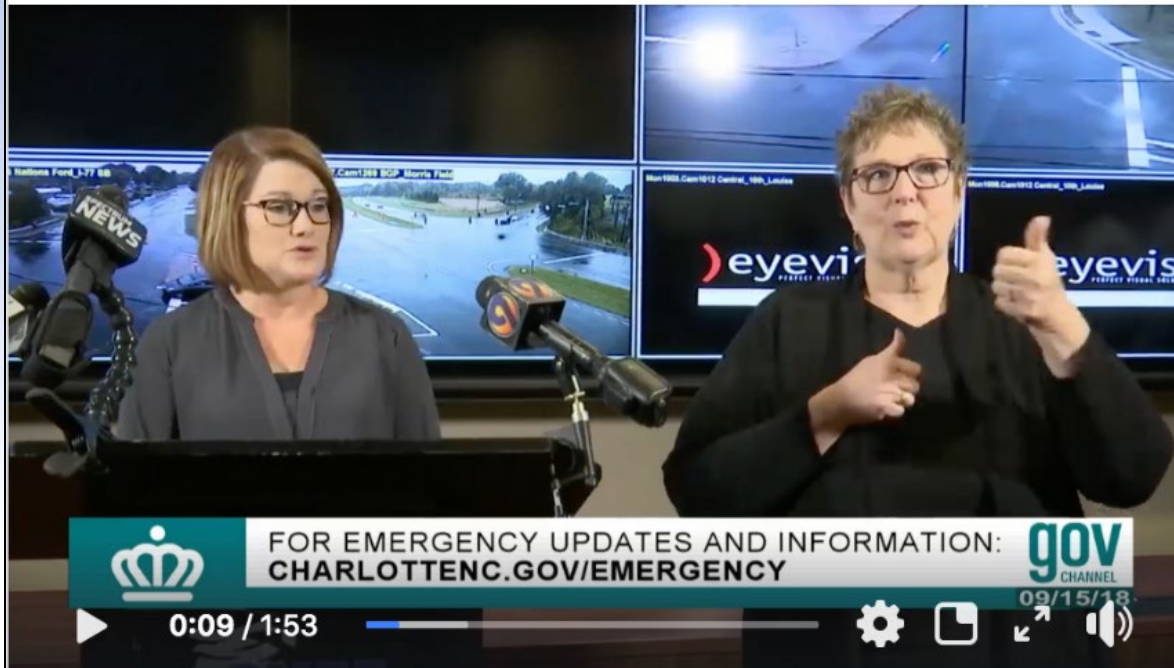


City of Charlotte Government posted a ⚠️ local alert.

September 15 at 10:09 PM · 🌐

Road conditions are beginning to turn treacherous. We highly urge you to stay off the roads unless it's absolutely necessary. Road conditions will worsen as the storm intensifies overnight. Text CHARMECK to 888777 or go to charlottenc.gov for emergency updates. Charlotte Department of Transportation

NOTE: The video is a clip from the 10:30 a.m. press briefing held on Sept. 15, 2018. Follow our page for the latest updates on city services and public safety information.



👍 🤖 ❤️ 63

9 Comments 109 Shares 10K Views

Partnerships

Welcoming New York City Emergency Management to the Neighborhood

November 1, 2017

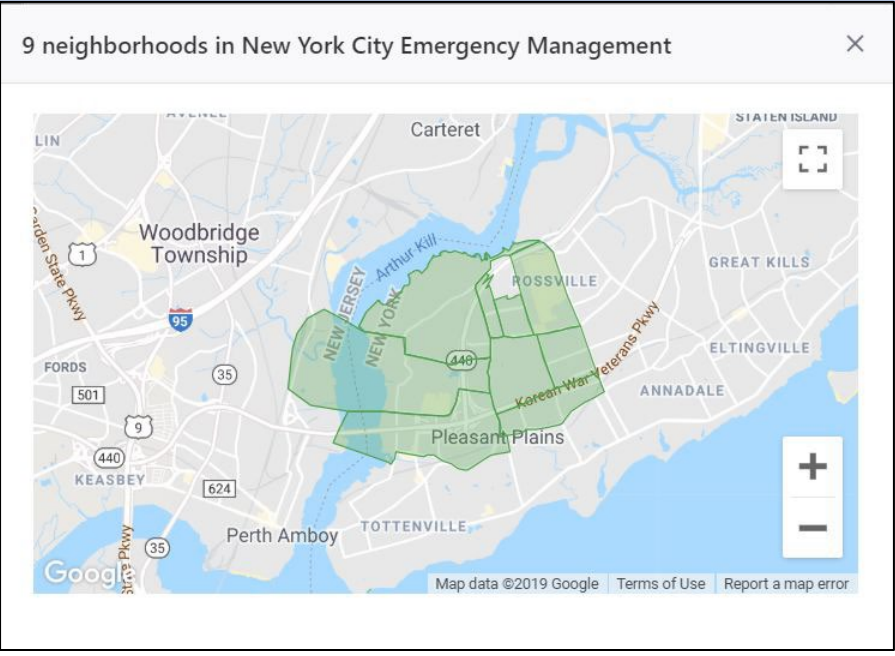


Written by Annie Barco

Today, we are excited to announce that New York City Emergency Management has partnered with Nextdoor to better connect and engage with New York City residents on a hyperlocal level.

NYC EMERGENCY MANAGEMENT Partners with Nextdoor, the Private Social Network for Neighborhoods

Partnership Allows Agency to Send Hyper-Local Updates to Residents on the Private Social Network





NYC Department of Health and Mental Hygiene

Welcome to the New York City Department of Health and Mental Hygiene's home on Nextdoor! With an annual budget of \$1.6 billion and more than 6,000 employees throughout the five boroughs, we're one of the largest public health agencies in the world. We're also one of the nation's oldest public health agencies, with more than 200 years of leadership in the field. Every day, we protect and promote the health of 8 million diverse New Yorkers. Our work is broad-ranging. You see us in the inspection grades of dining establishments, the licenses dogs wear, the low- to no-cost health clinics in your neighborhood, and the birth certificates for our littlest New Yorkers. We're also behind the scenes with our disease detectives, investigating suspicious clusters of illness. Our epidemiologists study the patterns, causes and effects of health and disease conditions in New York City neighborhoods. These studies shape policy decisions and the City's health agenda. The challenges we face are many. They range from obesity, diabetes and heart disease to HIV/AIDS, tobacco addiction, substance abuse and the threat of bioterrorism. We're also working to address enduring gaps in health between white New Yorkers and communities of color. Structural racism is at the root of these health inequities, which is why the Department has made racial justice a priority. The New York City Health Department is tackling these issues with innovative policies and programs, and getting exceptional results.

Edit page description

Share



Post a message, event, poll or urgent alert

News & Events, NYC Department of Health and Mental Hygiene AGENCY

Health Department to Conduct 1st Aerial Larviciding of Mosquito Season

To reduce mosquito activity and the risk of West Nile virus, the Health Department will conduct its first aerial larviciding treatment of the season to marshes and wetland areas of the Bronx, Brooklyn, Queens and Staten Island from Thursday, June 20 to Friday, June 21 and Monday, June 24 from 6 a.m. to 7 p.m., weather permitting.

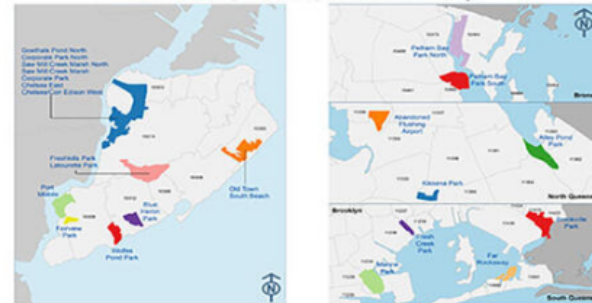
The helicopter will treat only nonresidential areas. While three days are allotted for the aerial larviciding, the application may be completed in less time. In case of bad weather, application will be delayed until from Monday, June 24 to Wednesday, June 26, 2019 during the same hours.

The Health Department monitors mosquitoes that carry the West Nile virus. To date, no human cases of West Nile virus have been reported this season. During warm weather, mosquitoes can breed in any still water that has been standing for more than five days. In the targeted areas, existing hot and wet weather conditions can cause a rise in mosquito populations. Due to size and limited accessibility, these areas will be treated using a low-flying helicopter.

For the aerial application in marshes and wetland areas of the Bronx, Brooklyn, Queens and Staten Island, the Health Department will use environmentally friendly larvicides to kill young mosquitoes before they grow into adults. VectoBac® GS contains naturally occurring bacteria and will be used for this application. This product has been approved by the U.S. Environmental Protection Agency and the New York State Department of Environmental Conservation and will be used on mosquito breeding grounds throughout the mosquito season.

More info on this week's mosquito treatments: on.nyc.gov/mosquitoinfo

Planned Mosquito Aerial Larvicide Areas, June 20, 21 and 24
Staten Island, The Bronx, Queens and Brooklyn



18 Jun · Subscribers of NYC Department of Health and Mental Hygiene in 30 areas

Reply



24



12 · 7782 Impressions

WhatsApp



- Create image of important info that can easily be shared on messaging apps
- Community partners can help initiate circulation

MEASLES

QUICK FACTS

FACT: Measles can be easily prevented with a safe vaccine.

FACT: Measles causes a fever and rash, but can also cause other health problems like pneumonia, seizures and infections of the brain, or death.

FACT: Measles can be serious for people of all ages. But infants and young children, expectant mothers, people with weakened immune system, and other people who are not immune to measles are most at risk.

FACT: If you choose not to vaccinate your child, you put other people's lives at risk.

Q&A

What is measles?

Measles is a virus that causes fever and rash; it can be deadly.

Who can get measles?

Anyone can get measles at any age.

How do you prevent measles?

- With a vaccine — it's very safe and effective.
- Children typically get the vaccine after their first birthday. Two doses of the vaccine are needed before children enter school.
- During this outbreak, infants living in Williamsburg should also get an extra, early dose of the vaccine at 6 months for additional protection.
- Children in ZIP codes 11205, 11206, 11211 and 11249, cannot attend school without this vaccine.
- Call 311 to find the vaccine near you today.

How is it spread?

- When someone with measles sneezes or coughs, people can breathe in the virus for up to two hours afterward and may get measles.
- Measles is very contagious — if one person has it, 90% of the people around them will also get measles if they aren't vaccinated or immune.

What are the symptoms?

Symptoms include high fever, cough, runny nose, and red or watery eyes. A rash of red spots appears three to five days later. Measles can be spread up to four days before and after a rash appears.

How do you treat measles?

Measles cannot be treated with a specific medicine. Some symptoms — like fever — can be treated with medication.

Does the vaccine cause autism?

No. Scientific studies have proven there is no link between vaccines and autism.

For more information on measles, visit nyc.gov/health.



Social Media “Listening”

Why Should Public Health Be Doing This Again?

- **Real-time situational awareness**
- **Get a feel for public sentiment and reaction to the incident**
- **Instant feedback on public messaging**
 - *How well or poorly is the message resonating?*
 - *Frequent questions?*
 - *Informs future message development*
- **Identify and dispel rumors and misinformation**
 - *Public and news media*
 - *Ignore bots / trolls as much as possible*
- **Monitor agency reputation**
 - *Opinions on agency response operations/services*
 - *Threats to agency or staff*



Public Health Issues to Listen for on Social Media

We are not 1st responders...

**We can't respond to immediate
life safety issues...**

**But every emergency has public
health implications.**

Flooding from Hurricane Harvey Causes a Host of Public Health Concerns

A lack of clean drinking water, the spread of disease and mosquito breeding grounds are just some of the potential problems

By Neil S. Grigg, The Conversation US on September 2, 2017

Medium to Long-Term Impacts

- Disruption of healthcare system access, including prescriptions/medicine
- Mental health issues including stress, depression and suicide
- Food safety and water access & contamination from waste/debris
- Increased risk of infectious diseases due to lack of safe water, hygiene, and sanitation (including in sheltering systems)



Building a Social Media Monitoring Team

- **Planning Considerations**
- **Resources**
- **Internal vs External**



Purpose of Monitoring Social Media

Provide relevant, verifiable and actionable information to ICS Leadership

Social Media Monitoring Team (SMMT)

Trained agency staff mobilized during ICS activations to monitor social media in support of incident objectives.



Operationalizing SM Listening

Input User-Defined Search Parameters
(Topics, hashtags, people, events)



Analysis / Visualization Tools
(Filter, analyze for relevant info using software)



Human Analysis
(Validate and determine if info requires leadership attention)



Reporting
(Provide ICS Leadership reports in easily consumable format)



Planning Considerations

Building Social Media Monitoring Capacity

- Leadership Support
- Staff and Agency Resources
 - *Social media accounts? Staff time?*
- Team Structure and Protocols
 - *ICS position? Communication? Reporting?*
- Team Logistics
 - *Software, hardware, physical space?*









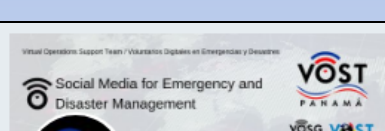


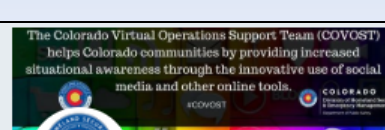



Leveraging External Support

Virtual Operations Support Team (VOST)

- Team of volunteers activated to perform specific functions using social media and online technologies to support an organization and/or jurisdiction
- VOST Team Leader reports directly to agency
- Ex: DOHMH trained group of NYC Medical Reserve Corp (MRC) to assist with monitoring and online activities, such as:
 - *Be official message disseminators*
 - *Providing general awareness of sentiment and commentary by public*
 - *Identifying relevant mobilized organizations*
 - *Mapping specific incidents or calls for assistance*

National / International VOSTS

 <p>CT VOST @ct_vost Follows you</p> <p>#Connecticut Virtual Operations Support Team. Utilizing #socialmedia for #publichealth #publicsafety #emergencymanagement response. ...</p>	 <p>New York VOST @NYVOST Follows you</p> <p>#NewYork Virtual Operations Support Team. This account is not monitored 24/7 if you have an emergency dial 911 #VOST #SMEM @VOST1 @VOSTAmericas</p>	 <p>VOST EUROPE #SMEM @VOSTeurope Follows you</p> <p>European Virtual Operations Support Team Digital volunteers from    Official account in Social Media in Emergency Management  #SMEM</p>
 <p>VOST Portugal @VOSTPT</p> <p>Voluntários Digitais Em Situações de Emergências para Portugal Virtual Operations Support Team Portugal Proud member of @VOSTeurope...</p>	 <p>VOST Panamá @VOSTpanama</p> <p>Voluntarios Digitales en Emergencias y Desastres/Virtual Operations Support Team #SMEM #RSGE miembro de Vost Leadership Coalition vosg.us whatsa...</p>	 <p>VOSG @VOST1 Follows you</p> <p>The Virtual Operations Support Group™ Social Media for Emergency Management #VOST #SMEM #MSGU #RSGE Implementation and Coordination...</p>
 <p>CanVOST @CanVOSTactual</p> <p>CanVOST works with governments, municipalities and NGOs. Équipe de bénévoles au soutien virtuel en urgence. #VOST #SMEM #MSGU English &...</p>	 <p>Colorado VOST @COVOST Follows you</p> <p>COVOST is managed and coordinated by the Colorado Division of Homeland Security & Emergency Management. @COEmergency</p>	 <p>VOST Victoria @VOSTVic</p> <p>Virtual Operations Support Team for Victoria. #SMEM support. In the event of emergency, phone 000 in Australia.</p>



Social Media Tools & Resources

FREE vs. PAID

Free “Listening” Tools

Twitter Advanced Search
TweetDeck / Hootsuite
Snapchat (Snap Maps)
GeoTweets

Free #SMEM Training/Resources

National Disaster Preparedness Training Center Courses
NLM Disaster Library Social Media Training
ASPR TRACIE Social Media Collection
DHS S&T Work Group Reports
Drexel University School of Public Health Social Media Library

Free Live Streaming Risk Communication Tools

Facebook Live
Twitter Live
YouTube Live

Twitter Advanced Search (BOOLEAN)



The screenshot shows the Twitter search interface for the hashtag #publichealth. The search results are filtered to show 'People'. Two profiles are visible: CUNY Grad School of Public Health & Health Policy (@CUNYSPH) and HarvardPublicHealth (@HarvardChanSPH). On the right side, the 'Search filters' panel is open, showing options for 'People' (From anyone, People you follow) and 'Location' (Anywhere, Near you). The 'Advanced search' link is highlighted with a red circle.

Twitter navigation: Home, Explore, Notifications, Messages, Bookmarks

Search: #publichealth

Filters: Top, Latest, People, Photos, Videos

People

- CUNY Grad School of Public Health & Health Policy** @CUNYSPH
City University of New York Graduate School of Public Health & Health Policy. Promoting health and social justice in NYC & across the globe. Accredited by CEPH.
- HarvardPublicHealth** @HarvardChanSPH
Powerful ideas for a healthier world.

Search filters

- People**
 - From anyone
 - People you follow
- Location**
 - Anywhere
 - Near you
- Advanced search**

Trends for you

<https://twitter.com/search-advanced>

Twitter Advanced Search (Boolean Query)

× **Advanced search** Search

Words

All of these words

Example: what's happening · contains both "what's" and "happening"

This exact phrase

Example: happy hour · contains the exact phrase "happy hour"

Any of these words

Example: cats dogs · contains either "cats" or "dogs" (or both)

None of these words

Example: cats dogs · does not contain "cats" and does not contain "dogs"

These hashtags

Example: #ThrowbackThursday · contains the hashtag #ThrowbackThursday

Twitter Advanced Search (BOOLEAN)

(ebola OR #ebola OR #ebolavirus OR #stopebola OR #EbolainNYC) AND ("new york" OR "new york city" OR NY OR NYC OR Brooklyn OR Queens OR Bronx OR Manhattan OR "Staten Island" OR SI OR BK OR BX OR astoria)

zika OR #zika OR #zikavirus OR #virusdelzika near:"Queens, NY" within:15mi

"legionella" OR "legionella" OR "legionnaire" OR "legionnaires" OR "legionnaire's" OR "Legionaire's" OR "legionaires" OR "#Legionnaires" OR "#legionnairesdisease" OR "legionario" OR "Legionelosis" OR "legionellosis"

(nycdohmh OR "nyc doh" OR "nyc doh" OR doh OR nychealth OR ((nyc OR "new york city") AND ("health dept" OR "health department" OR "department of health" OR "dept of health" OR "doh"))))

measles OR #measles OR #measlesoutbreak near:"Brooklyn, NY" within:15mi since:2019-04-09



TweetDeck

Vs.



Hootsuite™

***** For Monitoring *****

Tweetdeck

1 DOHMH OR @nychealthly

HepCure @hepcure 1m
6/11 @ 4:30 PM EST, Cassandra Kahl (@HealthNYGov) & Diana Diaz Munoz (@nychealthly) will present on "#HepatitisC Peer Workers: Keeping it Real." Learn more here ... bit.ly/2zQGfEZ #HepC #HCV @HenryEChang @nirahjohnson @hepfreenyc @VOCALNewYork @nyhre

Jarrett Murphy @jarrettmur... 25m
DOHMH's research illustrates the complexity of serving New York's seniors as that population swells: While there are certainly common concerns, different populations within aging New York have vastly different needs. #agejustice citylimits.org/2019/06/06/agi... @CityLimitsNews

Jarrett Murphy @jarrettmur... 25m
The vast majority of older New Yorkers have enough food, can hear and see without trouble, and can bathe and dress themselves and walk or climb stairs without a struggle, says new @nychealthly report #agejustice citylimits.org/2019/06/06/agi... @CityLimitsNews

HIV History Project @HivH... 28m
The NYC DOHMH Sexual Health Advisory Group (SHAG) Presents "parTy boi". Thursday June 13 at 9:30 AM. Free but RSVP required The screening will be followed by a panel and we are going to be on

2 #emgtwitter OR #SMEM

Connor Dacey @ConnorDacey 21m
If you are a #stormchaser or #stormspotter, please take/share my 2-minute survey for my #PhD research that investigates your role during severe weather! Thanks! The link: delaware.ca1.qualtrics.com/jfe/form/SV_1z...

Kyle Nelson @WxKyleNelson 1h
Countering False Information of Social Media in Disasters and Emergencies: analysis and best practices from @dhsscitech's Social Media Working Group: dhs.gov/sites/default/... #NDPTC #smem

Serge Courrier @secou 2h
[#SMEM]#MSGU Google Improves SOS Alerts in Search Results (by @sejournal): buff.ly/2WgDOmt

Emergencias PTY @SOS_PTY 3h
Un rumor puede ser más peligroso que la misma emergencia, solo da RT a información confirmada de fuentes fidedignas. #CulturaSOS #RSGE #SMEM

3 measles AND (train OR su

TJ MAGA X Ignore #4A a... 33m
Replying to @SenSchumer @DHSgov
Oh, yes, about that rise in Typhoid, measles, mumps, super bugs, flesh-eating stuff, ya know...
that disease pool that accompany these hordes of illegal immigrants from their journey!!
It's sheer numbers and probability, you fuq!! And IT IS ALL ON YOU!!

Lowe,Prof @LoweProf3153 1h
It is positive illegals & some legal immigrants are breaking laws before, after, & during time in USA & spreading communicable diseases like measles. National Security is Top Priority so USA can take care of our own homeless, hungry, sick, ill & injured CITIZENS. Yes, to Wall.

Donald J. Trump @realDonaldTrump 1h
Just had a big victory in Federal Court over the Democrats in the House on the desperately needed Border Wall. A big step in the right direction. Wall is under construction!

Paul Cummings @samsdad02 2h
Replying to @MarchofDimes @NYG...
I wonder if the rise of illegal immigrants is the same rate as the measles cases?

4 measles OR #measles OR

POZ Magazine @pozmag... 1m
I was vaccinated against measles when I was a child. Do I need a booster now that measles is back? @LucindaPorterRN poz.com/article/vaccin...

a ship @Dangbattleship 2m
As an immunosuppressed person who just had to get re vaccinated for measles because (😞) I'm no longer immune, thank you!

Senator Brad Hoylman @b...
Grateful that @NYGovCuomo has backed the bill I carry with @JeffreyDinowitz to end the non-medical exemption loophole for vaccines.
We have the support. Let's get this done.

NECSS @NECSS 42m
On Sunday, July 14, #NECSS hosts "@ScienceBasedMed presents The #Measles Resurgence: How We Got Here and What We Can Do About It," featuring @DrPaulOffit, @stevinnovella, @gorskon, and @SBMPediatrics. Important issue for #NYC. events.r20.constantcontact.com/register/event... sciencebasedmedicine.org/measles-outbreak

5 User @nychealthly

Commissioner Oxiris Barbot 1h
#UequalsU is a simple way to talk about a scientific fact: People living with HIV on effective treatment do not sexually transmit HIV. NYC is normalizing this message to eliminate the stigma that comes with the HIV divide. My latest op-ed, w/ @DrDemetre: on.nyc.gov/2KwamGJ

Demetre Daskalakis @DrDe... 4h
#UequalsU and the @nychealthly #statusneutral vision. "We cannot let the fear of the past dictate a strategy for the future." rewire.news/article/2019/0... thanks for your vision!@NYHealthCommr @ETEDashboardNY

nycHealthly @nychealthly 2h
Today we released a report on the health of older adults in NYC. Adults ages 65 and older make up 13% (1.1 million) of NYC's residents. Data from the report will ground and direct ongoing efforts to promote healthy aging: on.nyc.gov/2WskWkJ

nycHealthly @nychealthly 2h
Present with your first baby?

Hootsuite

The screenshot displays the Hootsuite Streams interface with three active streams:

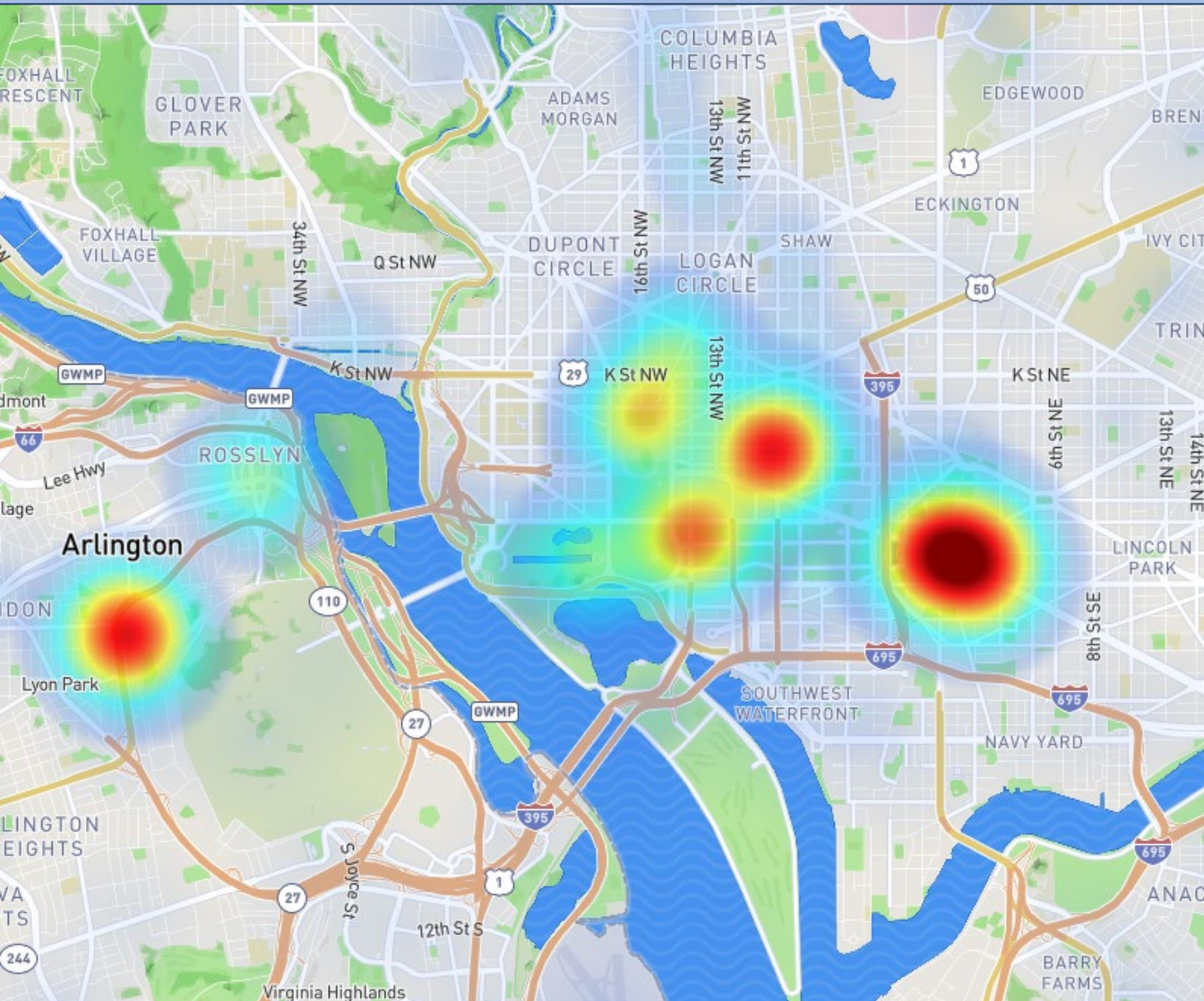
- Stream 1: #mhealth OR #digitalhealth OR #telehealth OR #ehealth ...**
 - Daria Galbraith @degalbraith** (3 mins ago): @Optellum1 is tackling lung cancer with #ArtificialIntelligence, bypassing the current extensive screening and cancer management strategies. They have the first prospective multi center trial for lung cancer. Faster decisions made for more lives saved. #tmcx #digitalhealth
 - Campus Sanofi @campussanofi** (6 mins ago): Dr. Florentino Carral: "Las herramientas digitales son una ayuda importante para el seguimiento de las personas con diabetes y constituyen un complemento ideal a las revisiones periódicas presenciales" bit.ly/2Xn2jY #CampusSanofi #miniserie #webserie #eSalud #eHealth
- Stream 2: #ArtificialIntelligence Search tamer_hadi**
 - Ronald van Loon @SAPArribaLive @Ronald_vanLoon** (2 days ago): The world's first fleet of #autonomous boats by @Seeker @MIT @AMS_institute | #Tech #Digital #ArtificialIntelligence #AI #MachineLearning #ML #DeepLearning #DL #Robotics #Robots #Videos #RT
 - Neil_BIM** retweeted
 - Will Squires @WSquires** (2 hours ago): Great day at the @HeathrowAirport digital asset showcase today showing off some of
- Stream 3: #measles Search tamer_hadi**
 - Nikhil Ramkarran @nramkarran** (just now): #Measles for the #OnePercent buff.ly/2XmhZ64
 - Padma Swamy @PadmaGloHealth** (1 min ago): 1000 kids with measles is 1000 too many.... #VaccinesSaveLives #measles @PeterHotez @AmerAcadPeds @Immunize_USA #putkids1st
 - Amani Global Works @amaniglobalwork** (4 mins ago): Our piece about #measles outbreak in #Idjwi and what it can mean to American parents: As Americans shun the measles vaccine, the residents of Idjwi are dying to get

Main advantages:

- *Multiple platforms*
- *3rd party apps integration*

Snapchat Maps (Snap Maps)

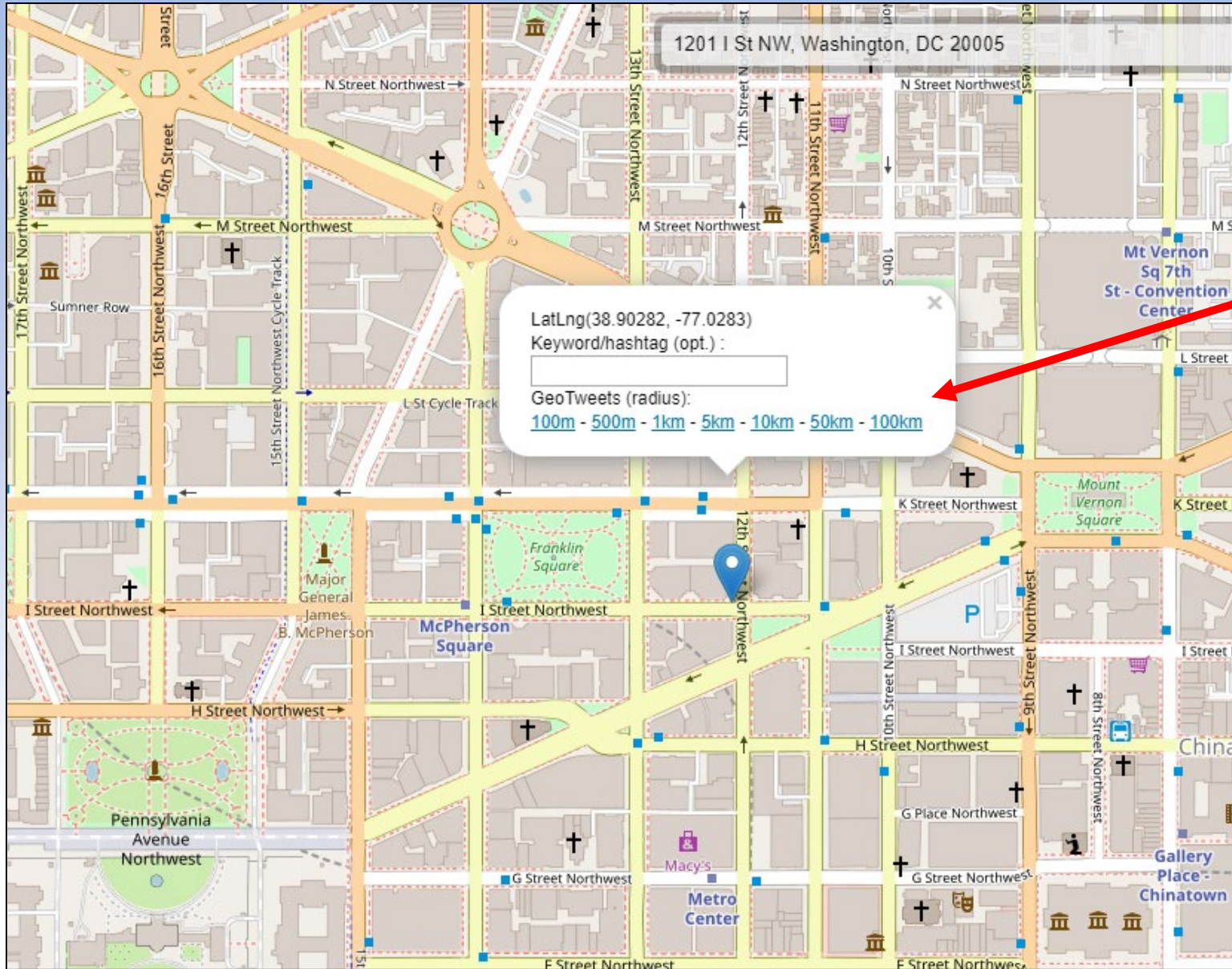
<https://map.snapchat.com/>



- Released Feb 2018
- Mobile or Desktop browser
- No account needed to view
- Curated by Snapchat
- Only users who elect to be public

Easy GeoTweets

<https://www.i-resilience.fr/app/easygeotweets/#>



Select radius for geofence

Visualizing / Curating Flagged Content



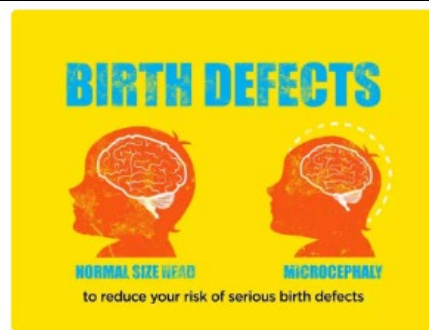
**Legionnaires' disease
June 2017**

15 items



H7N2 virus

34 items



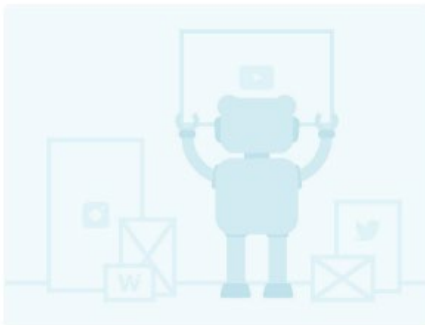
**SMMT - Zika as of
October 28**

11 items



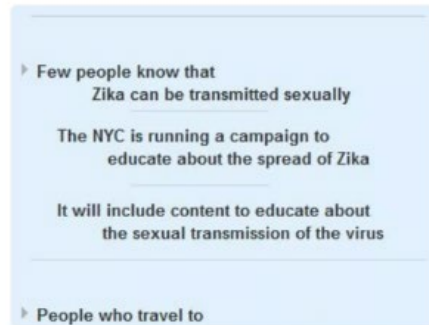
**SMMT_Zika as of
October 11**

17 items



**SMMT Zika as of
October 6**

3 items



SMMT Zika as of Oct. 3

13 items



If you have some \$\$\$\$



Resources/Training (1)



NATIONAL DISASTER PREPAREDNESS
TRAINING CENTER at the University of Hawai'i

All
FEMA
accredited
courses



Social Media for Natural Disaster Response and Recovery (PER-304)

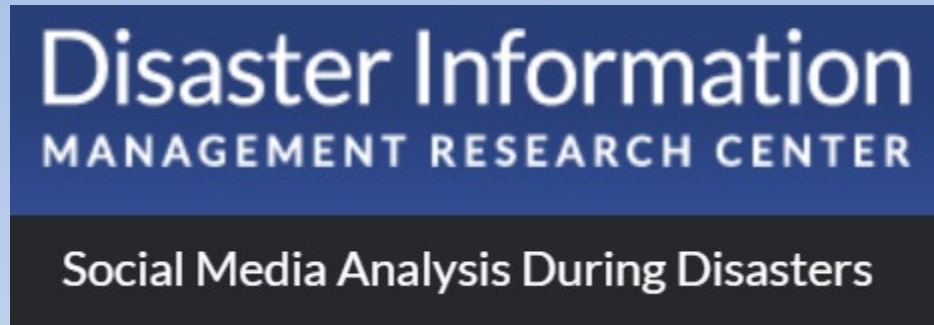


Social Media Engagement Strategies (PER-343)



Social Media Tools and Techniques (PER-344)

Resources/Training (2)



https://sis.nlm.nih.gov/dis_courses/social-media/index.html#One

Now that you have completed this course, you should be able to:

- Develop a plan for monitoring social media for disaster information
- Monitor social media for actionable information during disasters
- Choose reliable social media sources and use a checklist to verify content
- Practice techniques to lessen uncertainty and information overload

Many links to other great courses within

Resources/Training (3)

<https://asprtracie.hhs.gov/technical-resources/73/social-media-in-emncy-response/60>

The screenshot shows the top of the TRACIE website. At the top left is the HHS.gov logo and the U.S. Department of Health & Human Services name. Below this is a banner with the TRACIE logo (a blue cross) and the text "TRACIE HEALTHCARE EMERGENCY PREPAREDNESS INFORMATION GATEWAY". A search bar is partially visible on the right. Below the banner is a dark blue navigation bar with the following menu items: HOME, TECHNICAL RESOURCES, ASSISTANCE CENTER, and INFORMATION EXCHANGE. Below the navigation bar is a white banner with the text "Topic Collection: Social Media in Emergency Response".

Hadi, T. and Flesher, K. (2016). [Integrating Social Media Monitoring Into Public Health Emergency Response Operations](#). *Disaster Medicine and Public Health Preparedness*. 1-6.

The authors describe how they used social media monitoring during public health emergency responses in New York City, including Ebola and Legionnaire's responses and for planned events. They offer concepts and implementations that can be applied to other agencies who want to build a social media monitoring team.

Hadi, T., MacGregor, J., and Lauren, M. (2017). [Social Media Monitoring: 2016 Zika Response in NYC](#). *Health Security*. *Health Security*. 15(4).

This article highlights how the New York City Social Media Monitoring Team (SMMT) coordinated the 2016 Zika planning and response efforts. The authors encourage local health departments leading or supporting emergency response to dedicate staff to monitoring social media to improve real-time situational awareness and understanding of public perception.

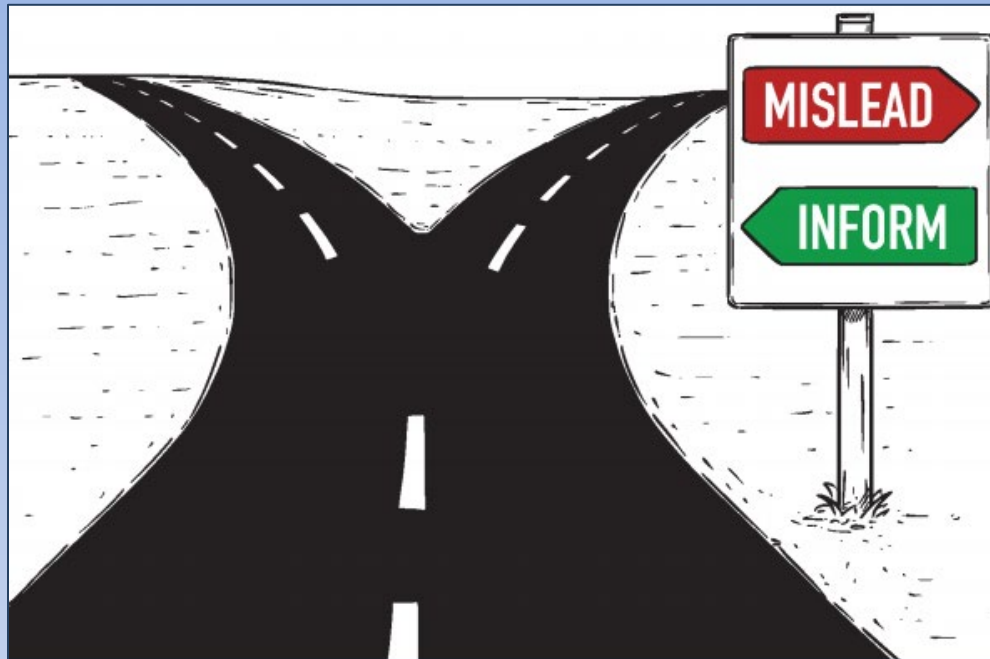
Resources/Training (4)

Examples of best practices include:

- Establishing partnerships w/ local media outlets before disasters
- Using the Joint Information System to coordinate public info efforts of multiple jurisdictions / agencies
- Setting up a central website to debunk bad information

OLDER REPORTS

- Best Practices for Incorporating Social Media into Exercises - *March 2017*
- From Concept to Reality: Operationalizing Social Media for Preparedness, Response and Recovery – *April 2016*
- Using Social Media for Enhanced Situational Awareness and Decision Support – *June 2014*
- Lessons Learned: Social Media and Hurricane Sandy – *June 2013*
- Community Engagement and Social Media Best Practices – *September 2012*
- Next Steps: Social Media for Emergency Response – *January 2012*
- Social Media Strategy – *January 2012*



Countering False Information on Social Media in Disasters and Emergencies

Social Media Working Group for Emergency Services and Disaster Management

March 2018



Homeland
Security

Science and Technology

Resources/Training (5)



Center for Public Health Readiness and Communication

SOCIAL MEDIA MESSAGE LIBRARY

CATEGORIES

- Natural Disasters
- Infectious Disease
- Accidental Disasters
- Intentional Disasters
- Individuals with Access & Functional Needs

<http://drexel.edu/dornsife/research/centers-programs-projects/center-for-public-health-readiness-communication/social-media-library/>

Useful Hashtags

- #SMEM
- #GSMChat
- #EMGtwitter

NOT Covered in Depth Today

Initial Risk Communication on Social Media

- Strategies / best practices *during* emergency, such as:
 - *Frequent updates (photos & live video when possible) on what you know and don't know*
 - *Clear, concise and specific actionable messages*
- FEMA #PrepTalk
- Recommend looking into CDC CERC Program
- Multi-day training topic for PIOs

CDC's CERC Program—Principles to communicate by in an emergency response and everyday life

**CRISIS + EMERGENCY
RISK COMMUNICATION**

Also NOT Covered (1)

Verification Tips/Tricks

HOW TO SPOT FAKE NEWS



CONSIDER THE SOURCE

Click away from the story to investigate the site, its mission and its contact info.



READ BEYOND

Headlines can be outrageous in an effort to get clicks. What's the whole story?



CHECK THE AUTHOR

Do a quick search on the author. Are they credible? Are they real?



SUPPORTING SOURCES?

Click on those links. Determine if the info given actually supports the story.



CHECK THE DATE

Reposting old news stories doesn't mean they're relevant to current events.



IS IT A JOKE?

If it is too outlandish, it might be satire. Research the site and author to be sure.



CHECK YOUR BIASES

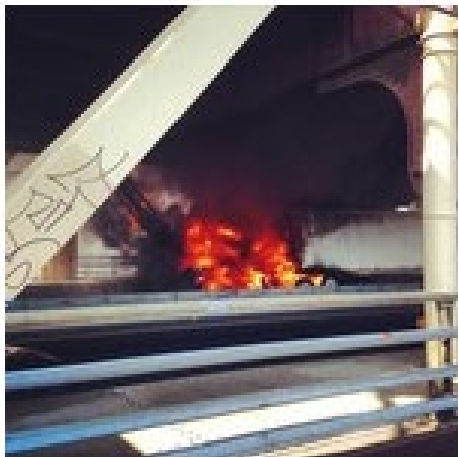
Consider if your own beliefs could affect your judgement.



ASK THE EXPERTS

Ask a librarian, or consult a fact-checking site.

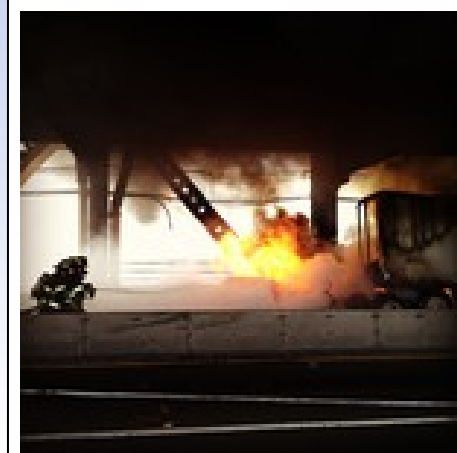
Situational Awareness



There's a freakin truck on fire on the Queensborough bridge! Omg!



#not a good time to be on the Queensborough bridge



#queensboro #bridge #fire
#blast #flames #pyro #wtf
#queens #nyc

Fake Imagery – Classics from Sandy 2012



Fake Imagery – Harvey 2017

Believe it or not, this is a shark on the freeway in Houston, Texas.
#HurricaneHarvy



2:00 AM - 28 Aug 2017

82,189 Retweets 140,111 Likes



6.6K 82K 140K

Carliss





67 607 416

Reverse Image Searches

 TinEye <https://www.tineye.com/>





Reverse Image Search






Search by image and find where that image appears online

 Upload or enter Image URL 


Tweetdeck



Google  trump rescues flood victims   

 All  Images  Maps  Shopping  More Settings Tools

About 25,270,000,000 results (0.71 seconds)

 Image size:
600 × 406

Find other sizes of this image:
[All sizes](#) - [Small](#) - [Medium](#) - [Large](#)

Possible related search: [trump rescues flood victims](#)

[Fake Photo Of Trump 'Rescuing' Flood Victims Goes Viral | HuffPost](#)
https://www.huffpost.com/.../fake-news-trump-flood-victims_n_5ba9419fe4b0375f8f...
Sep 24, 2018 - An edited photo that appears to show President Donald Trump floating in a raft, extending a red Make America Great Again hat to a flood victim, ...

Recognizing Bots / Troll / Parody Accounts



Donald J. Trump
@realDonaldTrump

NOT Donald Trump. main parody account. we own no content posted & it can be taken down upon request. *in no way affiliated w/ Donald Trump*...

Follow



Donald Trump
@ArtHouseTrump

Make Cinema Great Again!

Follow



Donald J. Trump
@realDonaldTrump

45th Parody of the United States of America. 🇺🇸 President Trump parody account. patreon.com/RealDonaldTrump. Don't forget to turn on Notifications.

Follow



TheRealDonaldTrump
@RealDonad_Trump


Follow



Donald Trump Parody
@donaltrumparody

45th president of the United States! 🇺🇸 Official Parody of president Donald Trump. Don't take to me unless I've had my covfefe! PARODY. Not the real...

Follow



Donald J Trump
@Rea_DonaldTrump

Join our movement
@<http://bowelmovement.com> We need your shit parody Trump can walk on lava.
#MAGA

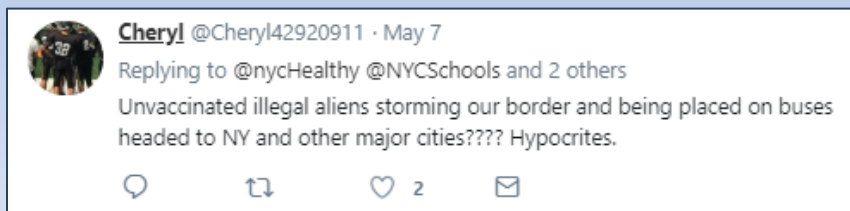
Follow

Identifying / Recognizing Twitter Bot Accounts

Twitter Bot → Account run by software, programmed to automatically do certain activities

- High Activity
- No profile pic or background
- Very few tweets and/or tweets with extremely high RTs
- Strange name or handle with jumbled letters/numbers
- Joined Twitter relatively recently

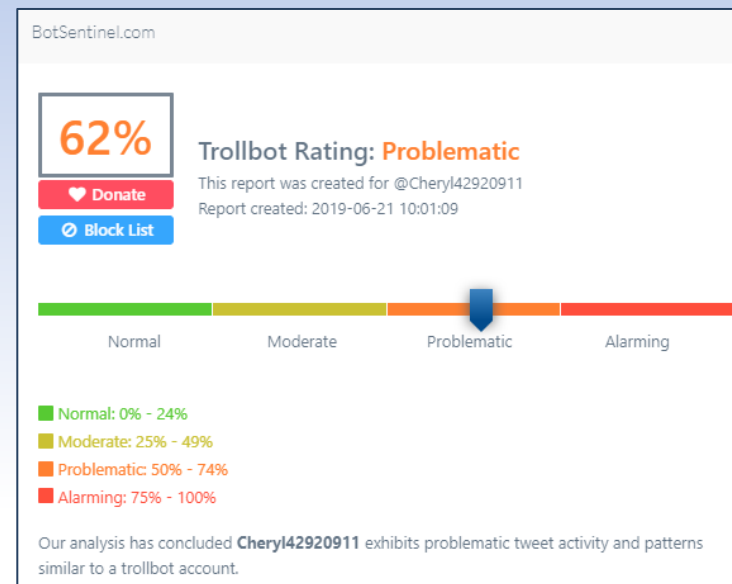
e.g. a typical reply to a measles tweet



Close look at profile exhibits bot characteristics



Tool confirms



Bot Analysis Tools

<https://botcheck.me/>

<https://botsentinel.com/>


BotSentinel.com

7%

Trollbot Rating: Normal

This report was created for @tamer_hadi
Report created: 2019-06-14 15:02:21

[Donate](#) [Block List](#)



- Normal: 0% - 24%
- Moderate: 25% - 49%
- Problematic: 50% - 74%
- Alarming: 75% - 100%

Our analysis has concluded **tamer_hadi** exhibits normal tweet activity and is not a trollbot account.

Finished

Analyze Twitter Accounts for Propaganda Bot Patterns

Enter a Twitter handle to run our analysis

tamer_hadi



Propaganda Bot like Patterns Not Found

Our model finds that @tamer_hadi does not exhibit patterns conducive to a political bot or highly automated patterns tweeting political propaganda.



<https://botometer.iuni.iu.edu/>

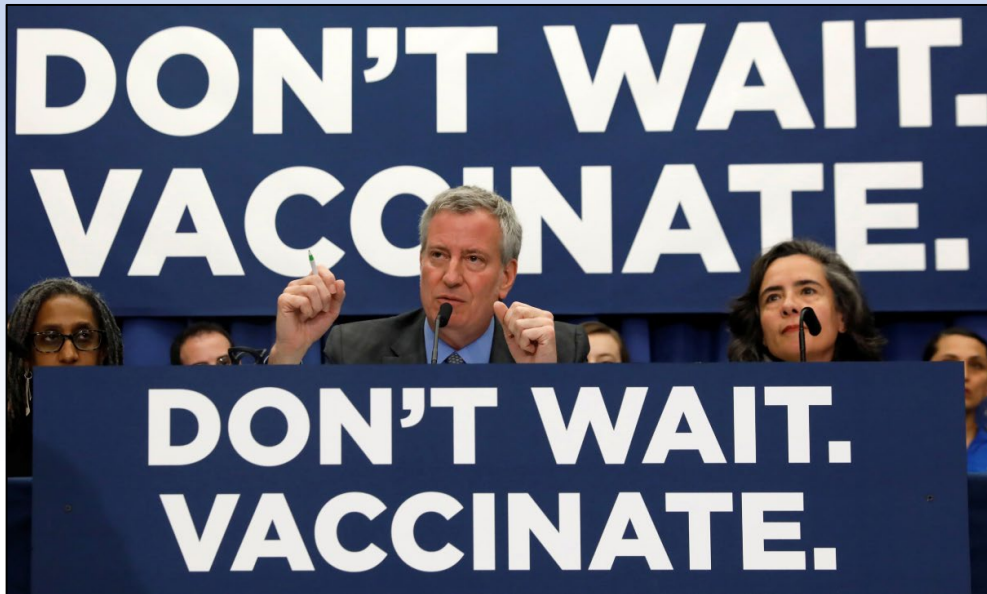
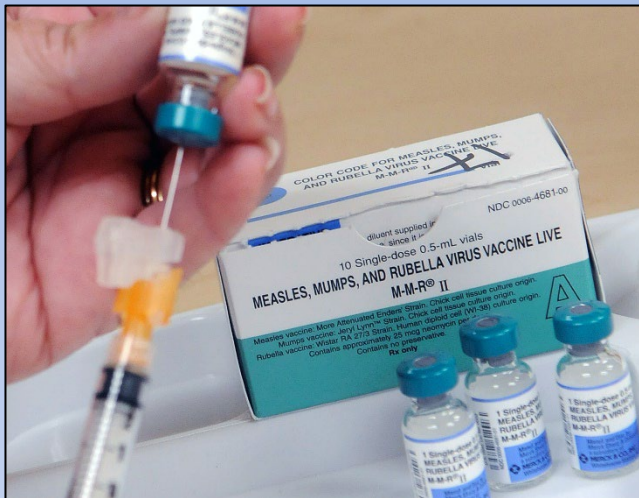
>		@tamer_hadi	0.2 / 5		✕
>		@4sifP20WnmSYN4i	4.8 / 5		✕



Public Health Emergencies in NYC

- **Measles (2019)**
- **Ebola (2014)**
- **Legionnaires' Disease (2016)**
- **Zika (2017)**

Measles Outbreak in NYC



TOGETHER WE CAN STOP
MEASLES

One person with measles can infect an average of 12 to 18 people without immunity.

A network diagram consisting of numerous black human silhouettes of various ages and sizes. They are interconnected by red dashed lines, forming a complex web. One central figure is highlighted in a solid red color, representing the source of infection in a chain of transmission.

PROTECT YOURSELF, YOUR FAMILY AND THE COMMUNITY.
GET VACCINATED TODAY.
CONTACT YOUR DOCTOR IMMEDIATELY.

NYC
Health

Bill de Blasio
Mayor
Olivia Rubin, MD
Commissioner

Measles Outbreak Overview

- **Outbreak began in October 2018 with 6 cases**
- **April 9, 2019 - Declared Public Health Emergency (285 cases)**
 - *Health Commissioner ordered every adult/child who lives, works or resides in 4 ZIP codes and has not MMR vaccine to be vaccinated*
 - *Activated ICS and Social Media Monitoring Team*
- **Objectives:**
 - *Case Investigations*
 - *Program Audits / Closure (day cares, schools, summer camps)*
 - *Individual Notices of Violation*
 - *Public messaging*
 - *Community engagement*
- **As of 6/24:**
 - 609 cases
 - 29,220 MMR vaccinations



Commissioner Oxiris Barbot @NYCHealthCommr · May 15
 Dangerous misinformation is spreading about NYC's #measles outbreak. Let me reiterate the facts:

- Immigrants are NOT spreading **measles**.
- Vaccines are **SAFE** and effective. They do NOT cause autism.
- **Measles** is a serious illness that can be prevented.

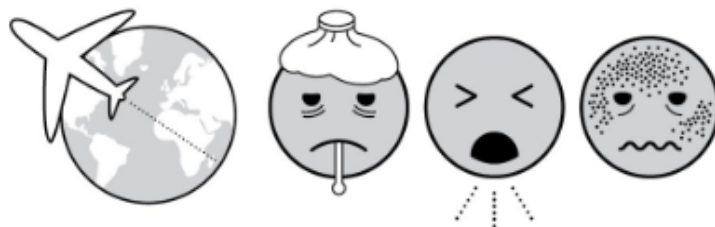
on.nyc.gov/2VXm17R

TOGETHER WE CAN STOP
MEASLES



nycHealthy @nycHealthy · Jun 4
 Planning to travel internationally this summer? Make sure you and your family are vaccinated against #measles. Even infants 6 months through 11 months should receive one dose of the MMR vaccine: on.nyc.gov/measles

ATTENTION
MEASLES OUTBREAK: GET VACCINATED!



nycHealthy @nycHealthy · May 16
 Symptoms of #measles include high fever, cough, runny nose, and red or watery eyes. A rash of red spots appears three to five days later. If you see symptoms, call your health care provider right away: on.nyc.gov/measles



Commissioner Oxiris Barbot @NYCHealthCommr · Jun 17
 New #measles cases: As of today, @nycHealthy has confirmed 596 cases since the outbreak began in October. To end this outbreak, we have to keep reiterating the truth: The MMR vaccine is safe and effective. It does not cause autism. More: on.nyc.gov/measles

SPREAD THE TRUTH
NOT MEASLES



Announcing Public Health Emergency



Commissioner Oxiris Barbot @NYCHealthCommr · Apr 9

Today, I am declaring a public health emergency due to the measles outbreak. @nycHealthy is ordering all people in Williamsburg to get vaccinated against measles.

Mayor Bill de Blasio @NYCMayor

Join me for an update on how we're confronting the measles outbreak in Williamsburg. pscp.tv/w/b3yljjF4blFy...

118 535 1.0K



can't twerk @arcadek3lly

Follow

Replying to @NYCHealthCommr @nycHealthy

The replies on here can't be real.

2:04 PM - 9 Apr 2019

2 Likes



Reply Retweet Like 2 Send

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Measles Issues Observed Online

- Blaming outbreak on illegal immigration / sanctuary city of NYC
- Conspiracy with “big pharma” to make money on MMR vaccines
- Typical anti-vaccine myths:
 - Linked to autism
 - “Poisonous” chemical additives: mercury, aluminum and formaldehyde
 - Disbelief that these illnesses exist and/or not that dangerous
 - The existence of the National Vaccine Injury Compensation Program (VICP)
 - Harsh side effects of vaccines
- Blaming hipsters and gentrification of Williamsburg
- Train/subway safety - concerns about riding train with infants under 1 who cannot be vaccinated yet
- Public not always clear where to get free/low-cost vaccines

Ebola Case in NYC (10/23/2014)



Timeline of Significant Ebola Events in USA

Orange Dates = NYC Events

- 07/31/14 - News that 2 Americans w/ Ebola to be transferred to Emory from Liberia
- 08/01/14 - NYC DOHMH conducts largest no-notice POD full-scale exercise in NYC History
- 08/05/14 - NYC begins Ebola preparedness meetings
- 09/30/14 - Dallas patient with confirmed Ebola
- 10/03/14 - NYC DOHMH officially activates ICS
 - *Social Media Monitoring officially begins*
- 10/08/14 - Dallas Patient dies in hospital
- 10/12/14 - Nurse 1 confirmed Ebola
- 10/15/14 - Nurse 2 confirmed Ebola
- 10/23/14 - NYC Case confirmed
- 11/11/14 - NYC Patient Discharged
 - Over 1 year later
- 12/29/15 - Active Monitoring Call Center Shutdown
 - *5791 people monitored*
- 02/02/16 - NYC DOHMH deactivates for Ebola
 - *1 year, 3 months, 30 days*

07/31/14 - 2 Americans w/ Ebola transferred to Emory

08/01/14 - NYC DOHMH conducts largest mass prophylaxis full scale exercise in NYC History (#RAMPEX)

nycHealthy @nycHealthy **Following**

Today [@nycHealthy](#) is running the largest no-notice emergency exercise in city history! Learn more about [#RAMPEX](#): on.nyc.gov/1qsMq3F

RETWEETS 29 LIKES 7

6:35 AM - 1 Aug 2014

Reply to [@nycHealthy](#)

dingbat @dingbat · 1 Aug 2014
.[@nycHealthy](#) Finally. Something more useful than nasty anti-smoking ads at dinner time that makes too many NYers reach for the remote

nycHealthy @nycHealthy **Following**

Today is our citywide emergency response exercise w/ approx 1,500 participating. If you see us in action, tweet your photo & add [#RAMPEX](#)!

RETWEETS 16 LIKES 4

6:45 AM - 1 Aug 2014

nycHealthy @nycHealthy **Following**

Today's [#RAMPEX](#) exercise will help ensure that NYC can protect the public's health & safety in an emergency. FAQ: on.nyc.gov/1nXj8wJ

RETWEETS 5

8:05 AM - 1 Aug 2014

News Coverage on Exercise

FOX 5 Fox5NY  @fox5ny  



Largest surprise drill in #NYC history
[#RAMPeX myfoxny.com/story/26170612...](http://myfoxny.com/story/26170612...)

RETWEETS 5 LIKE 1 

7:47 AM - 1 Aug 2014

Reply to @fox5ny

 Michele P @MamaBearMichele · 1 Aug 2014
[@MyFoxNY](https://twitter.com/MyFoxNY) [@TweetTw88036790](https://twitter.com/TweetTw88036790) hmmm ... what ARE they planning to do for real?

 **Gothamist**  @Gothamist · 1 Aug 2014
Today, NYC Agencies Conducting Huge "No-Notice" Anthrax Emergency Drill
gothamist.com/2014/08/01/tod...

 **New York Post Metro**  @nypmetro  

NYC will conduct the largest surprise emergency health drill in the city's history
nyp.st/1zCXeSd



NYC to conduct largest biological attack drill in city's history
The Department of Health will be conducting the largest surprise emergency drill in New York City history on Friday to test the delivery of medications in the event of ...
nypost.com

RETWEETS 20 LIKES 12 

 **Gizmodo**  @Gizmodo · 1 Aug 2014
How New York City simulates an anthrax attack gizmo.do/GI2GkJC



RETWEETS 22 LIKES 13 

Government Conspiracy???



B4IN Featured @b4infeatured

What Are the Odds: NYC Tests Patient for Ebola just Days after Largest Bio Attack Drill in City History
b4in.com/rE6I



MSGU BOT @msgubot

YTB #ebola bit.ly/1xZ6kWH EBOLA VIRUS: NYC tests for new unconfirmed cases after RAMPex drill

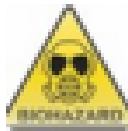
3 days ago Reply Retweet Favorite



Brooks A. Mick @sailfree

@politico DOZENS FROM EBOLA-STRUCK COUNTRIES CAUGHT SNEAKING INTO USA--headline. NYC just held a massive exercise? Do they know something?

3 days ago Reply Retweet Favorite



Epidemie News @Virus_Batteri · 4 Aug 2014

EBOLA VIRUS: NYC tests for new unconfirmed cases after RAMPex drill:

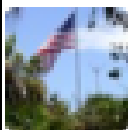
7online.com/health/mount-s..... bit.ly/1xZ3zoe

Supposedly, the drill was for airborne bioweapons such as Anthrax, however, one must question if the true nature of the drill was based on the recent Ebola outbreak which has already killed over 750 people in West Africa and prompted door-to-door sweeps.



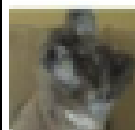
newsworld @NewsyNewsworld · 1 Aug 2014

New York City holding sudden mass drill today, distributing emergency supplies. Ebola outbreak practice? via /r/... ift.tt/1nRIPOb



Enigma @EIWhiskyMono · 1 Aug 2014

NYC has largest emergency medical drill in it's history & Obama signs Executive Order to quarantine people and Ebola patients coming to US.



Lap Dog @chliberty · 1 Aug 2014


False Flags come via 'drills.' Obama will use this to disappear ppl.. Massive emergency drill in New York City ln.is/www.myfoxny.co... #Oip

August - October 2014 → Plenty of False Alarms


 **Eyewitness News** ✓
@ABC7NY

Mount Sinai patient with high fever and gastrointestinal symptoms being tested for Ebola #BREAKING
7ny.tv/1p5waro

Following

 **Sarah Cordelia** @sarah_cordelia
aright well an ebola patient has been ADMITTED TO MOUNT SINAI aka MY PLACE OF WORK today so goodbye cruel world i shall miss you

 **Jo_e** @dreamxtrap
SOMEONE MIGHT HAVE EBOLA IN MT SINAI WE'RE ALL GONNA DIE
3 days ago Reply Retweet Favorite 1 more

 **Mike Hollan** @mike_hollan
I'm not worried about #Ebola because I ride the NYC Subway everyday, and there's shit down they aint even got a name for yet.

 **nycHealthy** ✓
@nycHealthy

After consultation, Health Dept. has concluded that a @MountSinaiNYC patient is unlikely to have Ebola. Statement:
nyc.gov/health

Reply Retweet Favorite More Assign To HootSuite

RETWEETS 11 FAVORITES 2

6:30 PM - 4 Aug 2014

No Shortage of Scares....

 **OutFrontCNN** 
@OutFrontCNN  

BREAKING: CDC holds plane from Abu Dhabi at #JFK. @miguelmarquez #OutFront. Patient being tested for #Ebola.

 Reply  Retweet  Favorited  More Assign To  HootSuite

RETWEETS
44

FAVORITES
13



7:49 PM - 5 Aug 2014



Will Dizard @willdizard · 23m

Can anybody in #NYC news figure out whats up at #JFK? Just the everyday baby puking blood? Or #Ebola @nypost @NYDailyNews @nytimes



Chad McCordic @Chad_in_Africa · 30m

Lemme get this straight: CNN is telling me a kid pukes blood on a plane to NYC from Abu Dhabi, never contacted Ebola but gets tested for it?



James Prince Smith @PRINCEJIMMY12 · 29m

"Plane held at NYC airport" Ebola is here in the U.S. & already spreading: We're all going to die:

   1 

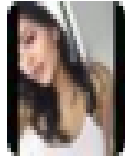


The Underdog @53mpg · 30m

Plane from Abu Dhabi being held in NYC with child spitting up blood. #ebola

  1  1 

Psychic ???



Cruella de Vil 

@larenaghost

 Follow

mmm NYC subway and I can smell the Ebola in the air

2:07 PM - 22 Oct 2014




1

The Very Next Day....

Ebola Case in NYC (10/23/2014)


Ebola Patient
NEW YORK CITY



- Member of "Doctors Without Borders"
- Returned Last Week From Guinea
- Cooperating with Health Officials

Craig Spencer

BREAKING NEWS
NYC DOCTOR TESTS POSITIVE FOR EBOLA
BEING TREATED IN MANHATTAN





Overall NYC Ebola Summary

- **DOHMH Led, Large & Resource-Intensive Interagency Response**
 - 25 city, state, federal agencies
 - 1000+ DOHMH staff and 500+ MRC volunteers
 - Cost exceeding \$6.5M (\$23M citywide)
- **Coordinated NYC hospitals to identify and isolate potential EVD cases and worked w/ 5 hospitals to ready treatment centers**
- **Conducted extensive epidemiologic investigations with rapid laboratory diagnostics for potential EVD cases in NYC.**
 - **12 EVD tests performed, 88 Persons Under Investigation.**
- **Developed active monitoring call center**
 - 5800+ travelers via JFK
 - 114 healthcare workers
 - Quarantined 3 case contacts for 21 days.
- **Created and distributed culturally sensitive material**
 - 100,000+ “Am I at Risk?” palm cards (9 languages)
 - Utilized Community Outreach Teams to canvass 14 neighborhoods
 - Conducted 116 community engagement and education events.

DAY 1: 10/23/14

Notification: Patient called MSF → MSF called DOHMH

DOHMH coordinated w/ FDNY-EMS & Bellevue Hospital for safe/rapid transportation w/ minimum exposure to others

Case Investigation and Contact Tracing:

- Interviewed patient by phone before EMS transfer
- Began contact tracing while patient en route to hospital

Lab Testing:

- DOHMH staff at Bellevue assisted w/ packing and transporting
- Test results returned ~3 hours after specimen received

Press Conference at 6:30pm Confirming Case

*** CRITICAL SOCIAL MEDIA DISCOVERY ***

- Patient information leaked from interagency conference call!
- Discovered by Social Media Monitoring Team immediately
 - *Reported to PIO and Incident Commander*
- Prior to official press conference planned for 6:30pm
- Prior to confirmation of lab results
- Changed approach to press conference and preparing Commissioner talking points
- Required immediate risk communication and community engagement

1st Article Leaking Info @ 2:44pm


ARCH **NEW YORK POST**

NEWS

Doctor who treated Ebola patients rushed to NYC hospital

By Jamie Schram, Frank Rosarto and Shawn Cohen

October 23, 2014 | 2:44pm



Dr. Craig Spencer recently returned from Guinea where he was treating patients with Ebola.

<http://nypost.com/2014/10/23/nyc-may-have-its-first-ebola-case/>

1st Tweet @ 2:51pm



RANsquawk
@RANsquawk



Follow

Doctor who treated #Ebola patients rushed to NYC hospital - The big Apple may have it's first case of Ebola nypost.com/2014/10/23/nyc...



Doctor who treated Ebola patients rushed to NYC hospital

A 33-year-old Doctors Without Borders physician who recently treated Ebola patients in Guinea was rushed in an ambulance with police escorts from his Harlem home ...

nypost.com

RETWEETS

18

LIKES

4



2:51 PM 23 Oct 2014

1st Time Patient Name Appeared in Tweet @ 3:03pm



A screenshot of a tweet from the user @9Joe9. The tweet text reads: "Sources tell NYPost Dr. Craig Spencer, who returned from Africa 10 days ago, suffering from #Ebola-like symptoms — 103-degree fever & nausea". The time "3:03 PM" is circled in red. The tweet interface includes a profile picture, name, handle, settings gear, follow button, and interaction icons (reply, retweet, like, and more).

@9Joe9 Nick
@9Joe9

Sources tell NYPost Dr. Craig Spencer, who returned from Africa 10 days ago, suffering from #Ebola-like symptoms — 103-degree fever & nausea

3:03 PM · 23 Oct 2014

ONLINE MADNESS ENSUES



Agency Response on Twitter - ~40 mins after leak reported

nycHealthy @nycHealthy Following

Bellevue Hospital has admitted a patient presenting fever & gastrointestinal symptoms who will be tested for Ebola: on.nyc.gov/1nAUd2M

RETWEETS 59 LIKES 7

3:37 PM - 23 Oct 2014

Reply to @nycHealthy

Randi L Klein @doodlehedz · 23 Oct 2014
@nycHealthy you gotta be fucking kidding me!?!? where in harlem is this dude from cause I'm about to pack my bags and move. #Ebola

Lorraine J. @Rainonu44 · 23 Oct 2014
@nycHealthy here we go

John . @johnzonline · 23 Oct 2014
@nycHealthy @NYCSchools when will we found out if they have ebola?

joanna @bigcupofjo · 23 Oct 2014
"@nycHealthy: Bellevue Hospital admitted a patient presenting fever & gastrointestinal symptoms who will be tested for Ebola" @ines_malone

Alexandra Sowa, M.D. @AlexandraSowaMD · 23 Oct 2014
Stay safe, friends and colleagues! RT "@nycHealthy: Bellevue has admitted a patient who will be tested for Ebola: on.nyc.gov/1nAUd2M"

nycHealthy @nycHealthy · 23 Oct 2014
NYC is taking all necessary precautions to ensure the health and safety of all New Yorkers. MORE: on.nyc.gov/1nAUd2M

nycHealthy @nycHealthy · 23 Oct 2014
You cannot be infected by Ebola simply by being near someone who has the disease. MORE: on.nyc.gov/1nAUd2M

nycHealthy @nycHealthy · 23 Oct 2014
The chances of the average New Yorker contracting Ebola are very low. MORE: on.nyc.gov/1nAUd2M

nycHealthy @nycHealthy · 23 Oct 2014
We have established protocols to monitor and manage contacts of Ebola cases. on.nyc.gov/1nAUd2M

nycHealthy @nycHealthy · 23 Oct 2014
Our disease detectives are actively screening anyone with potential risk. on.nyc.gov/1nAUd2M

nycHealthy @nycHealthy · 23 Oct 2014
Bellevue is one of five hospitals providing treatment of potential Ebola patients. on.nyc.gov/1nAUd2M

nycHealthy @nycHealthy · 23 Oct 2014
The patient was transported to Bellevue wearing Personal Protective Equipment (PPE). on.nyc.gov/1nAUd2M

nycHealthy @nycHealthy · 23 Oct 2014
The patient recently returned from Guinea, one of the three countries currently dealing w/ an Ebola outbreak: on.nyc.gov/1nAUd2M

nycHealthy @nycHealthy · 23 Oct 2014
The patient is being evaluated for other causes of illness. Other possibilities: salmonella, malaria, or stomach flu. on.nyc.gov/1nAUd2M

nycHealthy @nycHealthy · 23 Oct 2014
No te puedes infectar con el Ebola al simplemente al estar cerca de alguien que tiene el virus. Más: on.nyc.gov/1nB9NLO

nycHealthy @nycHealthy · 23 Oct 2014
@nycgov está tomando todas las precauciones necesarias para garantizar la salud y seguridad de todos neoyorquinos: on.nyc.gov/1nB9NLO

nycHealthy @nycHealthy · 23 Oct 2014
El paciente regresó de Guinea recientemente, uno de los tres países que actualmente enfrenta el brote de ébola. on.nyc.gov/1nB9NLO

nycHealthy @nycHealthy · 23 Oct 2014
El paciente fue llevado a Bellevue por una unidad HAZ TAC altamente capacitada, lleva Equipo de Protección Personal: on.nyc.gov/1nB9NLO

nycHealthy @nycHealthy · 23 Oct 2014
Results from the test are expected in the next 12 hours. MORE: on.nyc.gov/1nAUd2M

nycHealthy @nycHealthy · 23 Oct 2014
@nycHealthy is working closely w/ @HHCnyc Bellevue @healthnygov to ensure all staff caring for the patient follow guidelines & protocols.



Initial Leak Caused Lots of Misinformation and Panic

Press Reported Wrong Bowling Alley!



Stephanie Guerami @sgdahi · 23 Oct 2014

Does @CNN realize that they keep showing footage of the @BrooklynBowl instead of @TheGutter as they report this #Ebola case? #NotTheSame

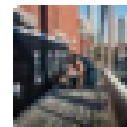


Matt Quering and 53 others follow



Michael Calderone @mic Calderone · 23 Oct 2014

Doctor with Ebola was reportedly at The Gutter and Brooklyn Bowl last night: nydn.us/1tOJZib



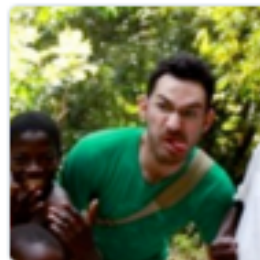
Kurt McRobert @KurtMcRobert · 23 Oct 2014

The uber Ebola guy went to Brooklyn Bowl last night so now Gutter is closed tonight #absurd #williamsburg



New York Daily News @NYDailyNews · 23 Oct 2014

Gutter bowling alley, on N. 14th St. in Williamsburg, Brooklyn, closed since Ebola-infected Dr. Spencer was there. nydn.us/1FK1ovF



Doctor quarentined in Bellevue Hospital after posi...

A Harlem doctor who treated Ebola patients in West Africa before returning to New York last week tested positive Thursday for the deadly disease — the first suc...
nydailynews.com



52

12





Cleaned & Re-Opened Bowling Alley

“We cleaned every square inch of the place – every hole in every bowling ball” said Sal Pain, Bio-Recovery’s chief safety officer.



Matt Tomlin
@TomlinM

 Follow

New York City Health Dept spokesman tells international media mob that the Gutter bowling alley is safe. #Ebola

12:41 PM - 24 Oct 2014 · Brooklyn, NY, United States

  5  2

Subway Hysteria

ツイグリー @yeyquigley · 24 Oct 2014
If you go around licking them. "@SCBegley: The question on everyone's mind: Can you get Ebola from a subway pole? ti.me/1D4oatO"




Can You Get Ebola From Touching Infected Surfaces
Some sobering information
time.com

RhinoFan App and 7 others follow
Steven Bertoni @StevenBertoni · 24 Oct 2014
Does this mean I can leave my rubber gloves at home? Why You Won't Catch Ebola On The New York City Subway onforb.es/10qZzn7 @forbes



Why You Won't Catch Ebola On The New York City Subway
Ebola has come to New York City. A heroic physician who returned to the city last Friday after treating patients in Guinea with Médecins Sans Fronti...
forbes.com

Hootsuite follows
Max Rasbold-Gabbard @mrasboldgabbard · 24 Oct 2014
For those New Yorkers wondering: Did I catch Ebola on a subway?
buff.ly/12qgXcw



Feeling sick?

- Did you recently return from Africa?
- Have you exchanged bodily fluids with Ebola patients?
- Did you inexplicably lick the subway pole that Dr. Craig Spencer used?

Did you answer "no" to those three questions?
Then you probably don't have Ebola.

Take care.

Did you catch Ebola on a subway? A quick quiz.
Did you inexplicably lick the subway poles that Dr. Craig Spencer used?
That may have been a bad idea.
vox.com

Susan Bennett and 44 others follow
Sally Kohn @sallykohn · 23 Oct 2014
In fairness, New Yorkers have reason to be a tad more freaked out about #Ebola. A lot of fluid exchanging happens on the subway....

4 6

Johana Bhuiyan and 9 others follow
Alex Goldmark @alexgoldmark · 24 Oct 2014
Ebola on the NYC subway? A FAQ bit.ly/1sfwAZ6 @TransportNation lookin out for us.



Ebola on the Subway? Here's Your FAQ
You avoid grabbing the pole. You use hand sanitizer liberally. But should you worry about Ebola underground?
wnyc.org

Lots of Great Subway Advice Too!



“If you come across some strange mucus or feces or something out there...on the subway, on the street or somewhere else...don’t eat it.”

Cab / Uber Hysteria



Matt Soleyn @MattSoleyn · 23 Oct 2014

CNN reporting Dr. Craig Spencer took **Uber** to get to #Brooklyn, in contrast to reports saying he took the subway. #Ebola #NYC



Nathaniel E. Baker @natbaker · 23 Oct 2014

Okay, so if I don't take @Uber I have no chance of getting Ebola? Did I get that right?



Josh Barro @jbarro · 23 Oct 2014

Remember. It's impossible to get Ebola from an Uber that has at least 4.7 stars.



49



68



Kashif Osman @WizKashifa · 23 Oct 2014

You're more likely to get hit with a hammer by your Uber driver than to catch Ebola from sitting in an Ebola infected Uber.



baby huey @shelz_on_chill · 23 Oct 2014

Son took the subway from Harlem to Brooklyn . . . and went back in an Uber? WITH EBOLA!? [redacted] life! They really trying to get us outta here

1st Press Conference



Max Morgan
@MaxTMorgan




[Follow](#)

Mayor de Blasio: confirmed case of Ebola in NYC.
9:49 PM - 23 Oct 2014 - Manhattan, NY, United States

Public Sentiment on Press Conference




Positive




Negative

 **Michael Barbaro** 
@mikebarb 

This is great transparent government: just the facts from dept of health commish of timeline for infected patient.




9:59 PM - 23 Oct 2014



  3  3

 **Jim Roberts** 
@nycjim 

NYC Health Commissioner on #Ebola patient. "He did attempt to self-isolate." Except when he took the subway and went bowling.




10:16 PM - 23 Oct 2014


  300  151

 **Frank Washkuch**
@Washkuch 

"Fatigue can be a symptom of many things." Great moment of reality by Dr. Mary Bassett at the #Bellevue presser

10:21 PM - 23 Oct 2014

   1

 **50 Shades of BELLA**
@AskBellaWagner



Dr. Mary Travis Bassett: "The Dr. with Ebola did a fabulous job of isolating himself." I guess going bowling and mass transit is fabulous.

 **Traci Coulter**
@tracicoulter 

I'm SO impressed with @DrMaryTBassett. She's so damn smart...and calm!

10:20 PM - 23 Oct 2014

 **Paul Bastkowski**
@PaulyBowz 

@NYCMayorsOffice @nycoem @DrMaryTBassett Went bowling? One would expect a doctor to be MUCH MORE RESPONSIBLE, considering his exposure, No?

10:36 PM - 23 Oct 2014

 **Carrie Fitzgerald**
@carriemf 

I love Dr. Mary Bassett. Quite a lot. #rockon #thankyou

10:19 PM - 23 Oct 2014

SM SitRep Summary Day 1 (10/23)

Mixed accounts of patient's timeline in media:

- Reports he came back 10 days ago - actually 7 (10/17)
- Most sources initially reported “Brooklyn Bowl” not “The Gutter”.
- Initial reports he took Uber to Brooklyn instead of back from Brooklyn.
- Details around subway travel emerged later on; initial reports focused on the cab ride
- Residents of Harlem and Williamsburg expressed increased concern and panic about having been in close proximity to the patient.
- Many jokes around bowling and Ebola, humorous scenarios related to getting Ebola from bowling, and hipster-related jokes
- Viewers of the press conference found Dr. Bassett calming, reassuring, and authoritative
- Continues to be criticism around her statement that the patient was self-quarantining.

Day 2

We get a clearer picture of patient activities and share them at 2nd Press Conference

Oct 21 – No symptoms – felt fatigued, but no fever

- Visited “The Meatball Shop” Restaurant
- “Blue Bottle” Coffee Shop on High Line
- 1 Train Home to Harlem

Oct 22 – No symptoms – felt fatigued, but no fever

- Jogged 3 miles in W. Harlem neighborhood
- Took A and L Train lines to Williamsburg, Brooklyn Bowling Alley
- Took Uber home

Oct 23 – Low-grade fever

- Fever → Called MSF → DOHMH Notified

Community Outreach Teams

EBOLA: AM I AT RISK?

Ebola is a severe, often **fatal disease** caused by a virus. A large outbreak is **now occurring in West Africa**.

YOU CAN ONLY GET EBOLA FROM HAVING DIRECT CONTACT WITH ANOTHER SICK PERSON BY:

- Touching a person who is sick with Ebola.
- Touching a person who died from Ebola.
- Touching body fluids (blood, vomit, urine, feces, sweat) or objects soiled with the body fluids of a person sick with Ebola.

You CANNOT get Ebola through the air or just by being near someone who has Ebola.

IF YOU VISITED A COUNTRY AFFECTED BY THE OUTBREAK, AND DEVELOP A FEVER WITHIN 21 DAYS, SEEK MEDICAL CARE RIGHT AWAY.

- Alert the doctor's office or emergency room about your symptoms before going.
- Tell your doctor if you had direct contact with a person who might have had Ebola.

SYMPTOMS: FEVER, HEADACHE, WEAKNESS, VOMITING, DIARRHEA, STOMACH PAIN

Hospital staff **WILL NOT** ask you about immigration status. You **WILL BE SEEN** regardless of ability to pay.

FOR MORE INFORMATION, CALL 311

NYC Health

Doyle Global Media @DoyleGlobal · 24 Oct 2014
Ebola Today: NYC Health Officials Clear Brooklyn Bowling Alley, Dallas Nurse ... m.diau.me/7JgkZ

EBOLA: AM I AT RISK?

Ebola is a severe, often **fatal disease** caused by a virus.

YOU CAN ONLY GET EBOLA BY DIRECT CONTACT (THROUGH BROKEN SKIN OR YOUR MOUTH, EYES OR NOSE) WITH:

- Body fluids (blood, vomit, urine, feces, sweat) of a person sick with Ebola.
- Objects soiled with the body fluids of a person sick with Ebola.
- The body of a person who died from Ebola.

Ebola is NOT spread through the air or simply by being near someone who is infected.

PEOPLE ONLY BECOME CONTAGIOUS AFTER THEY BEGIN TO SHOW SYMPTOMS.

- SYMPTOMS: FEVER, HEADACHE, WEAKNESS, VOMITING, DIARRHEA, STOMACH PAIN
- Health care workers and family and friends in direct contact with Ebola patients are at highest risk.

IF YOU VISITED A COUNTRY AFFECTED BY THE OUTBREAK, AND DEVELOP A FEVER WITHIN 21 DAYS, CALL 911 RIGHT AWAY.

Hospital staff **WILL NOT** ask you about immigration status. You **WILL BE SEEN** regardless of ability to pay.

FOR MORE INFORMATION, CALL 311 OR VISIT NYC.GOV/EBOLA

NYC Health

Flyers at the bagel store. Isn't the panic over yet? #nyc #ebola
FATLITTLEBIRD · A YEAR AGO

DAY 3 and Weeks Later



Bill de Blasio 
@BilldeBlasio 

Enjoyed a great lunch @MEATBALLERS yesterday with @Chirlane and @DrMaryTBassett.

12:54 PM - 26 Oct 2014

  22  37

howard wolfson 
@howiewolf 

She has been terrific @NYTMetro: Commish @DrMaryTBassett has helped quell Ebola fears as NYC reassurer-in-chief nyti.ms/1oH4afY™

1:57 PM - 25 Oct 2014



NYC Health Commissioner Has Helped Que...

Thrust into the limelight, the health commissioner, Dr. Mary Travis Bassett, has proved a calming presence as the city grapples nytimes.com

  15  11

 **HuffPost Politics**  @HuffPostPol · 25 Oct 2014
Bill de Blasio dines at the Meatball Shop to calm Ebola fears huff.to/1taiDBe



NYC Mayor Eats At Same Restaurant As Ebola Patient To Calm City's...

New York Mayor Bill de Blasio ate lunch at The Meatball Shop in Manhattan's Greenwich Village Saturday, four days after Ebola patient Dr... huffingtonpost.com

Matthew Chayes 
@chayesmatthew 

.@DrMaryTBassett's Ebola presser makes @LastWeekTonight



Last Week Tonight – John Oliver

Episode from 10/26/14



<https://www.youtube.com/watch?v=kppVuXppaJs>

Misinformation on Ebola Cures / Prevention

Marijuana cures Ebola?



CEO @SassyStudio · 5 Nov 2014
Doctor Suggests That **Marijuana** Can Protect You From Ebola
topinfo.com/2014/10/20/mar...



Naloxone Project @Sivana_Project · 21 Oct 2014
'**Marijuana Cures Ebola**' Claim Investigated: Cannabis Researchers Weigh In -
International Business Times au.ibtimes.com/articles/57020...

Garcinia Kola (Nut)?



Vinnie Klemer @VinKlem · 27 Oct 2014
The cure for Ebola has already been discovered its call garginia kola. Look it up!
They don't want the mass populace to know this. #lookitup



sleeping_ghost @Bourgeoisie187 · 27 Oct 2014
The cure for Ebola is a nut called Gamica Kola. So everybody can stop being
paranoid and behaving stupid.

Bathing / Drinking Salt Water?



OhLooWahPheemi @Olufemi_Whit · 4 Nov 2014
All you have to do is drink 2 buckets of **salt water** "@Gidiboy2013: Ebola!!!!!! I'm
too young to die abeg"@Olufemi_Whit: @Gidiboy2013 kenya"



@arosso77 · 2 Nov 2014
My friend said that when she was in Nigeria, her mom made her bathe in and
drink salt water because she believed it would prevent Ebola

Nano-Silver?



James Russell Kalles @JimKalles · 5 Nov 2014
Nano-silver kills Ebola, Get some **Silver** nitrate it mat just save your life down
the road.. They don't want us to know the **cures**..



Mark Realmz @_RealMz_ · 25 Oct 2014
#NANO SILVER IS A #NATURAL CURE, SCREW WHAT THE FDA SAYS
ABOUT #EBOLA CURES THEIR VACCINE IS POISON THAT HAS MICRO
RFID CHIPS IN IT! #WORLD



@WinterChill_ · 9 Nov 2014
@LaurenJauregui #voteifthamony I'LL GIVE YOU SOME BLESSED ANTI
EBOLA SALT AISBSISZN

Ebola Summary

Social media monitoring creates awareness amongst agency leadership for what most concerns the public

Helps leadership create strong messaging

Lots of repetition to battle rumors / misinformation / confusion

Cannot eliminate misinformation – can focus on what is most prevalent and address in public messaging

Social media summaries / stats included in Situational Reports

Ebola Humor



 **Max Silvestri** 
@maxsilvestri

 Follow

The scariest part of this whole thing is that this is my good luck move when I bowl.

9:36 PM - 23 Oct 2014

  144  210



Joel Pavelski 
@joelcifer

 Follow

This Ebola doctor visited more places in NYC while in "self isolation" than I ever have on a Saturday when I'm feeling energetic

10:29 PM - 23 Oct 2014

  353  315



Alex Baze
@bazecraze

 Follow

EBoLa does sound like a hot NYC neighborhood. East of Bowery and LaFayette?

10:27 PM - 23 Oct 2014

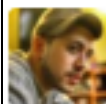
  565  691



Chef Harrison @chef_harrison · 24 Oct 2014


Craig Spencer tested positive for Ebola, but the "copious amounts of diarrhea" actually came from his meal at The Meatball Shop restaurant.



Aris Pina @PunchZoneAris · 23 Oct 2014

So this morning I sneezed on the subway and 2 ladies gave me the "Ebola eye" and scurried away from me. Highlight of my day #Ebola #NYC



Sexy Ebola Nurse Costume
SKU: 448697477
Price: £45



Sexy Ebola Nurse Costume includes:

- Hazmat Dress
- Hazmat Leggings
- Safety Goggles
- Prop Gas Mask

* PLEASE NOTE: this item is not suitable for protection against hazardous materials.

 ADD TO CART

HE - ZOOM RESET

Legionnaires' Disease Outbreak

(Oct 2014 South Bronx)

Confirming Water Safety



nycHealthy 
@nycHealthy


 


It's safe to drink & wash with the tap water in the [#SouthBronx](#) and throughout the city. Read the FAQ: on.nyc.gov/1KBI5Kx [#Legionnaires](#)



RETWEETS	LIKES	
8	6	

2:15 PM - 13 Aug 2015


Confirming Cooling Tower Disinfection



nycHealthy 
@nycHealthy

All cooling towers in the [#SouthBronx](#) outbreak area have been disinfected, regardless of test results. Updated FAQ: on.nyc.gov/1DTPX6l

RETWEETS	LIKES	
15	7	

7:07 PM - 14 Aug 2015

Identifying Foodborne Outbreaks Using Yelp & Twitter



- Develop
- July 20
- Yelp
- Program
- foodbo
- Ask use
- Con
- Nat
- Can

s:
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In Summary

Must have staff or partnership for social media capability. It is now a mandatory communication tool during public health emergencies

Even with the best social media analytical tools, monitoring still requires a human touch (e.g. verification, interpretation, reporting to leadership, detecting sarcasm, etc).

Combination of tools needed.

Pick up on new keywords / trends and modifying queries as emergency evolves.

A lot of preparation can and should be done in advance.

Build a VOST relationship (whether or not you have internal capacity)

Stay on top of current social media trends.

Questions ???

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Q & A



Thank You