

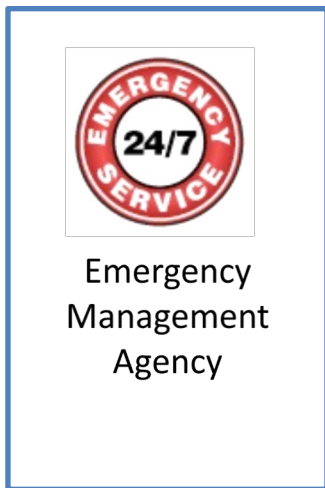


**Virtual Operations Support Team**



# What is a VOST?

- Trusted agents organized and directed by Emergency Management agencies.
- VOST will help expand the EM's ability to engage with the public during emergencies, and as part of the recovery phase.



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Engaged  
Community  
Resources





# SMEM Landscape

## Social Media in Emergency Management

- Emergency managers have started to realize the critical role social media can play in communicating with their community and the rest of the world in an emergency or disaster.
- Communities have higher expectations around official emergency information being available, and this information provided to the public in a timely manner.
- Public expect official use of social media streams, and they expect emergency managers to monitor and respond to requests for help over these streams as well.
- However, few emergency management organizations are equipped to do this kind of social media monitoring and communication at scale.





# Statistics: Social Media Use in NZ

- Social networking ranks as the leading online activity in New Zealand, accounting for 1 of every 5 minutes spent online in May 2011, according to comScore's study on internet usage in New Zealand.

You Are Here: [Home](#) ▶ [Markets By Country](#) ▶ [Long-Haul](#) ▶ [New Zealand](#)

## New Zealand



### Usage Patterns

Total Online Population (000's) in 2011: 3,626  
Percentage of Population Online in 2011: 84.5%

Percentage of Population Online



### Demographics

There were 3,625,553 internet users in New Zealand (representing 84.5% of the population) in December 2011, according to Internet World Stats. ([Internet World Stats](#), December 2011)



# Smartphone Use in NZ

Of the over 4.5 m phones in market, it's estimated:  
800,000 are smartphones.

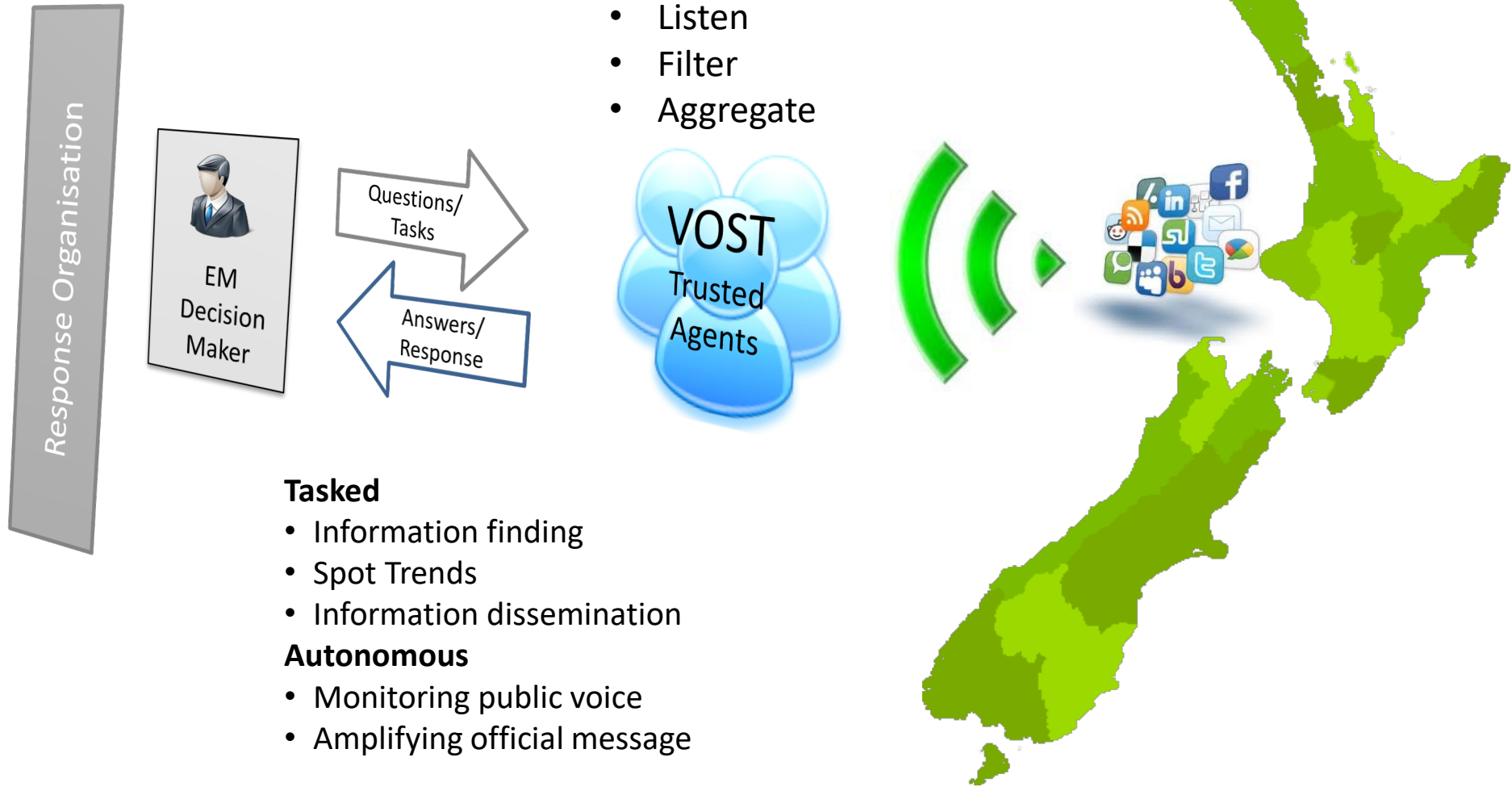


People will share photo's, video, witness accounts, news, opinions and perceptions using social media about an emergency.

**Are you listening?**



# How will NZ VOST assist EM Agencies?



# Using additional trained resources is NOT a new idea!



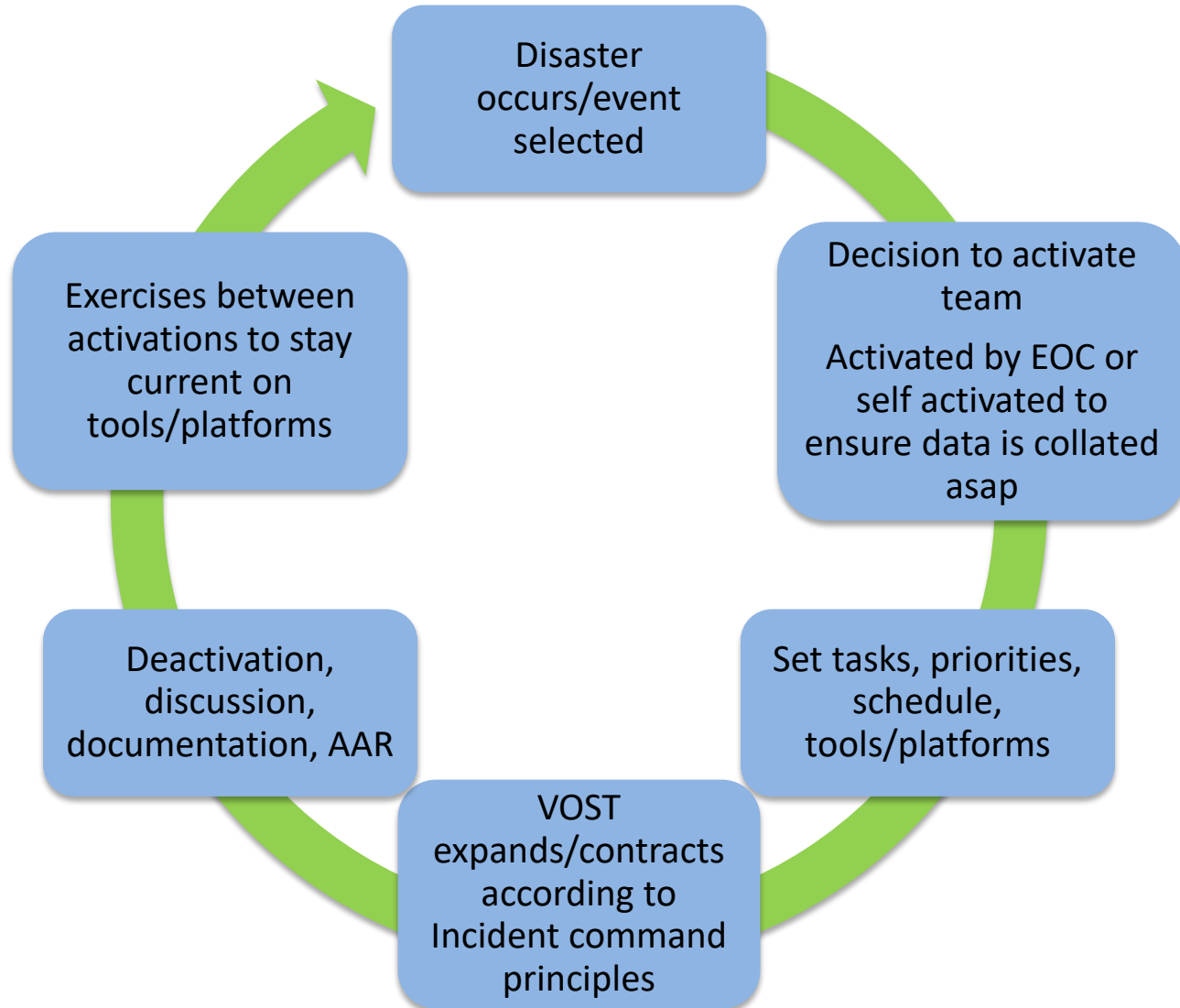
Amateur Radio volunteers continue to support communication for the emergency operations center (EOC) in the US.



In conjunction with the Digital Operations Center, the Red Cross also announced the creation of a Digital Volunteer Program.

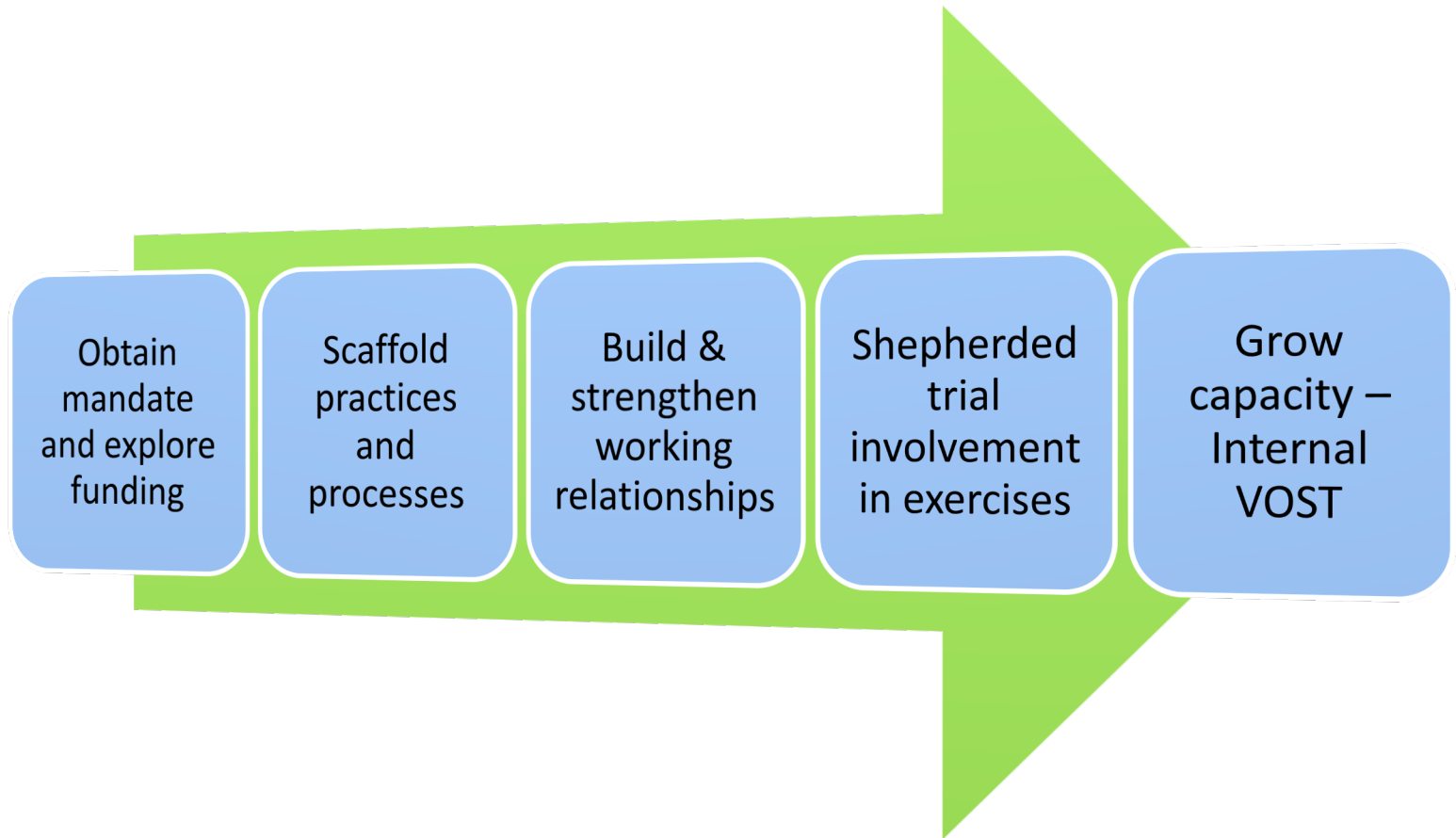


# VOST Instance Cycle





# How do we make it work?





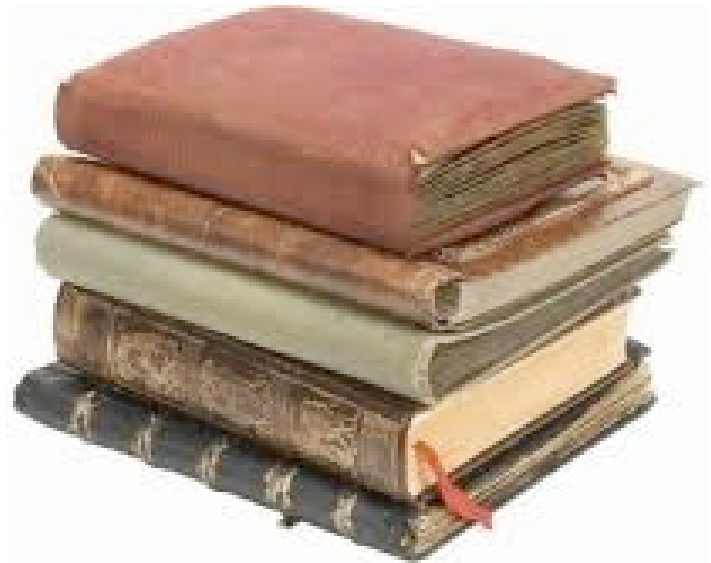
# VOST and the recovery phase of an emergency or natural disaster

VOST will become a critical additional resource for EM organisations in working to verify and curate BIG data during disasters. The concept bridges notions of professional, volunteer and community to support the emergency management effort in times of need.



# Sources / Reference Material

- John Owen Butler - VOST at the National Severe Weather Workshop
- iDisaster via Kim Stephens (Trial by Fire)
- Gerald Baron: Crisis and emergency communication strategies
- New Media Trend Watch (Social media in NZ analysis)
- Get Smart - (Marketing Association event sponsored by Jericho).
- Scott Reuter (VOST) think disaster
- Jeff Phillips (VOST)
- Vosg.us



# End of Presentation



@NZVOST

@mm4marketing

# BREAK - DISCUSSION



# Example of Twitter Reach #EQNZ

Magnitude 5.6, Tuesday, March 20 2012 at 8:25 pm (NZDT), 50 km north-west of Te Anau. (No damage, or injuries reported).

Magnitude 3.5, Wednesday, March 21 2012 at 9:31 am (NZDT), 20 km south of Seddon. (No damage, or injuries reported).



# #NZVOST on a World Map

Enter Twitter Search Terms, and visualize tweets by a users location on a map

Yes it's simple, that's the point ... enjoy

#NZVOST 500 tweets Search

[NZVOST](#) from: New Zealand

Civil Defence officials are warning Northlanders to brace for widespread #flooding. <http://t.co/37b7B0bK> #NZVOST #NZ

