CARBON COUNTY LEPC MEETING MINUTES

Date & Time: June 19, 2012
Location: Red Lodge Fire Rescue, 801 N. Broadway

PRESENT:
John Prinkki, CC Commissioner; **Gina Bruner**, Public Health; **Dan McJunkin**, CCSO; **Jill Washburn**, ARC; **Linda Barbee**, RLFR-EMS; **Thomas Rieger,** CCSO; **Maggie Karas**, BBC, **Wanda Kennicott,** Citizen; **Aaron McDowell**, RLFR.

CALL TO ORDER:
Meeting began at 1:20 p.m.
No regular agenda items addressed or discussed to allow for presentation on *Social Media* given by Gary Robson of Red Lodge Books.

APPROVAL OF MINUTES:
Minutes not reviewed.

Presentation Overview:
1. Why use Social Media in Emergency Preparedness?
- Pre-emptive strike on Public Relations
- Decreases rumors
- Self-correcting
- Provides efficient communication channel among responders
  (More efficient than phone trees; text message groups are the most popular form)

2. Twitter VS Facebook
   Twitter
- Like standing on a stage in Central Park and shouting out info
- Anyone can access and choose to follow what is being said
- Accounts can be open or private
- Limited to short messages (160 characters) but can link to other sites
- "Broadcast" environment
- Have to set up an account to "follow" twitter accounts
- Ability to "mention" people, "tag" people
- Ability to "retweet" people (send a tweet followed from somewhere else)
- Hash tags

   Facebook
- More about networking
- Can designate things you want the public to know and what you want to keep private
- Requires "friend" confirmation to view information
- Can also have "pages"
- Pages do not required friend requests – anyone can access by hitting the [LIKE]
- Need an administrator for a page
- Most pages are completely public
- Facebook has a SHARE button like the RETWEET in Twitter
- Facebook can have pictures, which are 2-3 times more likely to get viewed & shared

- Can control or block who can post on a page – administrator has the control and can delete things that have been posted

3. Recommendations:
- One(1) Twitter account and/or one (1) Facebook account/page where emergency info is posted
- Set up an archive to save postings
- Set a policy as to what remains public and for how long – determine time frame to archive
- Cautious about the volume of information…too much and people turn you off…too little and you get forgotten
- A PIO should control the messaging to the public in an event, administrators are more responsible for the appearance, grammar, etc.
- Keep Public Relations site separate from emergency responders' page

4. Concerns/Issues/Legalities
- Treat like press releases
- Must be monitored to control what info is going out & answer questions as they come in
- Cautious about attracting too much attention to smaller incidents…attracts "gawkers" and poses hazards/obstacles at incident sites
- Confidentiality with names and faces

ADJOURNMENT: Meeting ended at 2:30 p.m.