



November 12, 2014

TO: Flood Authority Members
FROM: Scott Boettcher, Staff
SUBJECT: Outreach and Education: Social Media

The purpose of this memo is to update Flood Authority members on next steps the Community Outreach and Education Committee is taking regarding use of social media to advance and support the work of the Flood Authority. Please feel free to call or email if you have questions (i.e., 360/480-6600, scottb@sbgh-partners.com).

I. Background:

The National Hydrologic Warning Council's recent Pacific Northwest Advance Flood Warning System Workshop (10/21-22/2014) generated many good ideas for possible use of social media in the Chehalis Basin. See conference materials here http://www.hydrologicwarning.org/content.aspx?page_id=86&club_id=617218&item_id=29003.

On Social Media:

- "The percentage of online adults who use social networking sites has steadily risen. As of January 2014, 74% of all online adults use social networking sites. For adults ages 18-29, 89% of them use social networking sites. For adults ages 30-49, 82% of them do. For adults ages 50-64, 65% of them do, and for adults ages 65+, 49% of them use social networking sites." <http://www.pewinternet.org/data-trend/social-media/social-media-use-by-age-group/>
- "As of January 2014, 19% of online adults use Twitter." <http://www.pewinternet.org/fact-sheets/social-networking-fact-sheet/>

II. Social Media Opportunities:

1. Twitter:
 - Tweeting sensors (Hampstead, England)
 - Twitter alerts (<https://about.twitter.com/products/alerts/enroll>)
2. Facebook:
 - Thurston County Emergency Management (<https://www.facebook.com/ThurstonEM>)
 - Lewis County 911 (<https://www.facebook.com/LewisCounty911>)
 - Grays Harbor County Emergency Management (<https://www.facebook.com/pages/Grays-Harbor-County-Emergency-Management/426601594068767>)



3. Social Media Management Tool:

- <https://hootsuite.com/>

4. Apps??

III. Next Steps:

Flood Authority staff (Scott) and the Community Outreach and Education Committee will research possible next steps the Flood Authority could take to using social media to advance and support Flood Authority work and report back with recommendations at the Flood Authority's January 2015 regular meeting.