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Did You Know?

According to a 2011 [survey](#) of the American Red Cross the internet is the third most popular way for people to gather emergency information. Following a disaster, 1/3 of respondents indicated they would use social media to alert family and friends that they are safe. Eighty percent also think that emergency response organizations should monitor social media sites regularly and 39 percent expect to receive assistance in less than one hour after posting a request for help through social media.

LLIS.gov System Updates

Our *Lessons Learned Information Sharing* website (LLIS.gov) upgrade is going well and the new LLIS.gov site is scheduled to be released at the end of August 2012!

The LLIS.gov upcoming release will provide the following additional user benefits and changes:

- **Site-Wide Search:** Enhanced search functionality will allow users to quickly and easily locate relevant documents within the comprehensive Document Library and Channels.
- **Document Rating:** Users will have the ability to rate documents for other users to search and view.
- **LLIS.gov Channels:** Channels will remain as private and public areas dedicated to specific communities and/or topics of interest to facilitate collaboration among Channel members. However, channel forums will not be migrated, so users are encouraged to download and archive any forum data that they wish to save. We will provide Channel administrators with additional information regarding the channel data migration process starting the first week of August.
- **Secure Email:** As a reminder, old emails will not be transitioned during the upgrade process. Users should download emails that they would like to save.
- **Subscriptions:** Subscriptions will replace the current LLIS.gov *Dispatch* functionality. With the new site, users will be able to determine the frequency setting of their subscriptions to receive updates from LLIS.gov immediately, hourly, daily, or weekly.

This LLIS.gov system upgrade is only the first step of the technology migration process. LLIS.gov plans to add a number of other features in the future to enhance member collaboration and information sharing on LLIS.gov.

Social Media During Emergencies

Featured Topic for July

In recent years, the use of social media during emergencies has increased exponentially across the country. Internet sites such as Twitter and Facebook have drastically improved the breadth and speed of information dissemination following a disaster. The Federal Emergency Management Agency's [National Preparedness Report 2012](#) found that "social media are emerging as a key situational awareness tool in disasters."



Social media can help jurisdictions share information with a variety of different users. Jurisdictions across the country should consider including use of social media in their plans, standard operating procedures, and exercises to ensure they are prepared for all possible hazards. *LLIS.gov* hosts a wealth of resources related to use of social media in emergency management, including:

- [Emergency Public Information: Montgomery County, Maryland, Fire and Rescue's Use of Social Media to Engage the Community After Consecutive Snowstorms](#), *LLIS.gov* exclusive Practice Note;
- [Emergency Public Information: Mecosta County, Michigan's Use of Social Media for Communicating with the News Media and Officials During Disasters](#), *LLIS.gov* exclusive Practice Note;
- [Emergency Public Information: Cranford, New Jersey, Police Department's Use of Nixle After Hurricane Irene](#), *LLIS.gov* exclusive Practice Note;
- [Social Media - The Path Ahead](#), The Domestic Preparedness Journal;
- [Social Media During Disaster Response](#), Disaster Resource; and
- [GSA Social Media Policy](#), General Service Administration.



Spotlight: The Colorado Fires

As of 2 July 2012, the [National Interagency Fire Center](#) reported seven large wildfires in Colorado. These fires threaten the U.S. Air Force Academy as well as several communities, including Colorado Springs, Fort Collins, and Boulder. Fueled by record heat, high winds, and dryness, the fires have burned approximately 138,533 acres, caused the evacuation of tens of thousands



of Colorado residents, and destroyed hundreds of structures. Nearly half of the U.S. airborne fire suppression equipment was operating

over Colorado as of June 25, 2012.

According to several sources, Colorado is experiencing the worst wildfire season in a decade and one of the worst on record. Further, the [National Interagency Coordination Center](#) predicts significant above normal fire potential and severe to extreme drought across much of the State for the month of July.

As the Colorado fires burn, residents, evacuees, concerned family members, and friends are turning to social media sites to seek and share real-time information. On June 27, 2012, the [Denver Post](#) reported that more than 20,000 tweets were logged just one day after the fires started west of Colorado Springs. Further, preliminary data collected at the end of June indicates that more than 100,000 tweets were sent using the #WaldoCanyonFire hash tag and approximately 45 million people saw these Tweets.



LLIS.gov is in the process of collecting Wildland Fires resources that can help our users across the country become more prepared.

***LLIS.gov* expects this effort to be an interactive process driven by you!**

We encourage all our users to participate by providing inputs, resources, comments, or ideas to *LLIS.gov*. Does your jurisdiction, district, or organization have a program, story, or document related to wildland fires that you would like to share with the *LLIS.gov* community?

Please email these ideas or resources to the *LLIS.gov* Research Team at research@llis.dhs.gov. Alternatively, you can upload documents through the [SUBMIT TO LLIS.gov](#) tab on the *LLIS.gov* [Wildland Fires Lessons Learned](#) page. Thank you for your continued participation in *LLIS.gov*!



New *LLIS.gov* Exclusive Content

The *LLIS.gov* Team has posted two Practice Notes on *LLIS.gov*.

Exclusive Content

- [Disaster Recovery: The Public Information Partnership formed by the Cities of Joplin and Duquesne, the State of Missouri, and the Federal Emergency Management Agency after the May 22, 2011 Tornado](#)

The cities of Joplin and Duquesne, Missouri, the State of Missouri, and the Federal Emergency Management Agency

partnered to effectively communicate public information about the debris removal process after the May 22, 2011, tornado that struck Jasper and Newton counties. The information partnership employed innovative strategies and developed customized products for the impacted areas. These strategies ensured that residents received accurate and up-to-date information about debris removal, which helped them make informed choices for their own recoveries.

- **[Social Media in Emergency Management: The Virtual Operations Support Team Concept](#)**

A Los Ranchos de Albuquerque Emergency Management Office, New Mexico, emergency management coordinator established a group of “trusted agents,” to assist with the office’s social media presence. In a large-scale incident, this Virtual Operations Support Team (VOST) can manage aspects of social media operations for the office or for other jurisdictions and organizations that need support. The VOST was activated during several events, including Hurricane Irene, the Shadow Lake fire in Oregon, and the January 2012 pacific northwest floods and severe weather events.

Updates about original content that is exclusive to *LLIS.gov* be found in the [NEW LLIS.GOV.CONTENT](#) tab on the *LLIS.gov* homepage.

