



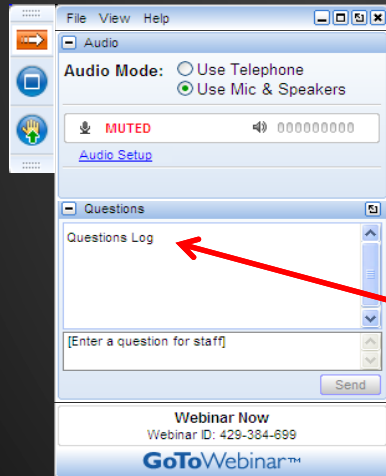
#KeepCalm and Communicate: Using Social Media During Crisis Communication

Wednesday August 15, 2018

1:00 - 2:00 PM ET



How to Participate Today



- Audio Modes
 - Listen using Mic & Speakers
 - Or, select "Use Telephone" and dial the conference (please remember long distance phone charges apply).
- Submit your questions using the Questions pane.
- A recording will be available for replay shortly after this webcast.



Today's Speakers

- Hannah Reid
 - Water Authority - Cayman
- Travis Thompson
 - Denver Water
- Nate Coey
 - City of Pataskala
- Michele Sager
 - Southwest Florida Water Management District





HANNAH REID
Corporate Communications Officer
Water Authority - Cayman

After successfully completing her MSc in Environment, Science & Society from the University College London (UK) Hannah returned to her native Cayman Islands and joined the Water Authority as Corporate Communications Officer.

Hannah's role involves developing, implementing and coordinating all internal and external communications on behalf of the Water Authority to ensure a consistent brand image and public relations strategy.

"The mantra that guides my public relations strategy is: Early communication sparks effective dialogue."



Water Authority - Cayman
"Suppliers of the World's Most Popular Drink"



Water Authority - Cayman

Social Utility

Building Brand Equity
To Mitigate Crises

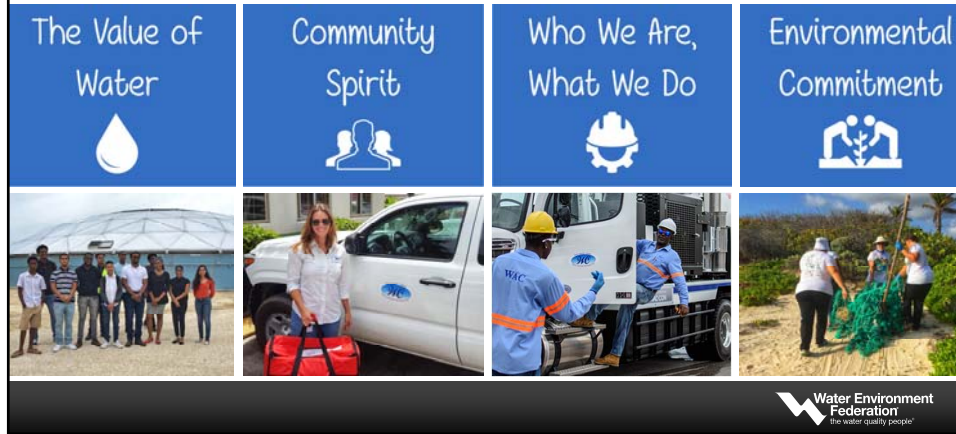
Water Environment Federation
the water quality people



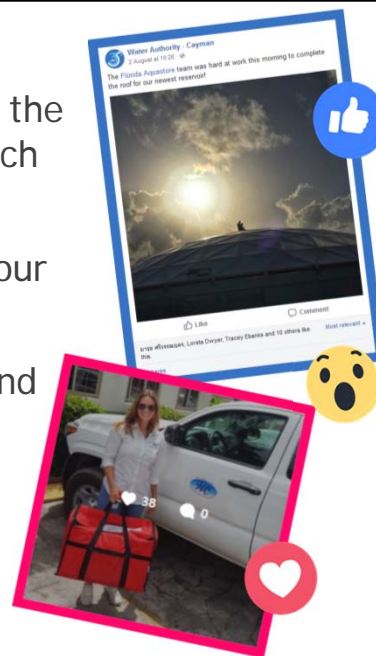
Why is it important to integrate social media with your public relations strategy?



- Show, through photos and videos:
 1. The people behind the product.
 2. The process behind the product.
 3. Things that people would otherwise not see.
- Ensure your content is consistent with your core values.







- Decide which social media platforms you will utilise and the types of posts you will use each platform for.
- Work to build and maintain your audience.
- Be responsive to comments and messages.



Have a plan!


- Customer Complaints - Service Emergencies - Natural Disasters -
- Take control of the narrative immediately or as soon as possible.
- Decide who will post and which platforms they will use for each incident type.
- Ensure there are protocols established for each incident type.



Water Authority - Cayman
17 August 2017

Water Authority interns Chynna Retumban and Anja van Genderen were out in the field today helping to investigate a possible fuel spill that may have contaminated water pipes in the area. All affected residents have been notified and the Authority is working hard to replace the pipelines in question. #waterauthority #waterauthoritycayman #caymanislands #fuelspill #interns #summerinterns #summerinternship



14 Likes 1 Comment 1 Share

ACCIDENTAL FUEL SPILL CONTAMINATES WATER

18 August, 2017

Water Authority - Cayman (@waterauthoritycayman) • Follow

For an accidental fuel spill caused the water supply to a George Town apartment complex to become contaminated. Water Authority - Cayman is reminding the public that petroleum products should be handled, stored and disposed properly.

The contamination was discovered on 18 August, 2017, after one of the residents complained to the Authority that the tap water tasted and smelled of fuel. The Authority's Water Resources & Quality Control Department started an investigation immediately and working closely with the apartment property manager, discovered that there had been an accidental fuel spill, which leaked into the soil and affected the water pipeline to the complex. All affected residents were immediately notified and work began the following day to replace the affected pipelines.

Water Resources Engineer "Heidi van Genderen" said that the incident should serve as a warning of the consequences of the improper handling, storage and disposal of fuel.


"This is why petroleum products should always be stored properly and should never be disposed of directly into the ground, the sea, storm drains or the sewer, and accidental spills should be avoided at all costs. Not only does this harm the environment, it can negatively impact public health," he said.

Ms. van Genderen explained that when the pipeline is replaced that the Authority uses for water service connections comes into prolonged contact with fuel or oil, there is a risk that contaminants from the fuel or oil can contaminate the water flowing through the pipeline.

"This is not the first time that a fuel spill has contaminated the water supply to certain properties," Ms. van Genderen said. "We hope this serves as a warning to businesses and individuals as to why it is so important to make sure that fuel is stored safely, and unutilized fuel is disposed of properly."

If you are unsure of how to safely handle, store or dispose of petroleum products, please contact the Cayman Islands Petroleum Inspectorate or the Department of Environmental Health.

For more information on the Water Authority, please visit www.waterauthority.gov




waterauthoritycayman Disposing of fuel/oil improperly can pollute our natural environment and endanger the health of our communities. Refill stations that store our groundwater eventually mingle with our coastal waters, putting marine life at risk. If you have old or used fuel/oil, please contact the Petroleum Inspectorate or DEN to find out how to dispose of it safely!

#waterauthoritycayman #waterauthority #caymanislands #waterresources #environment #refillstations #den #marine #plastic #free #cayman Same with plastics.

18 Likes
August 18, 2017

Log in to like or comment.





Water Authority - Cayman · Cayman added 3 new photos.
17 July at 16:15 · [View](#)

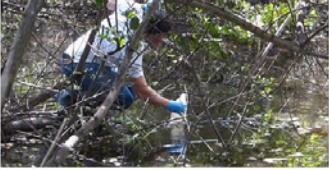
In addition to taking samples from a stormwater well, the Authority also took samples from the wetland where the wastewater was being improperly dumped and a control site at a different wetland. These samples will help determine what, if any, contaminants are in the stormwater well waste and what impact, if any, the wastewater has had on the wetland environment.



14 Likes · 3 Shares

Water Authority - Cayman
Yesterday at 07:15 · [View](#)

Thanks for your continued coverage of this story, Joe Avary! We will continue to keep the public informed of the results of the sample testing. Stay tuned to our page for updates!








waterauthoritycayman · Follow

waterauthoritycayman Following news reports last month that the NRA was discharging stormwater well debris into a wetland area off the Linford Pearson Highway, the Water Authority agreed to conduct scientific tests to characterize the waste. Today, members of our Laboratory and Water Resources teams were hard at work collecting the necessary wastewater samples to be tested overseas and in our own Lab. Once the wastewater has been tested, the Water Authority will be in a better position to help the NRA determine the most effective disposal method. #aaliife #laboratory #science #sampling #lab #scientific #testing #wastewater #stormwater #stormdrain #wastewater #water #waterauthority #nationalroadsauthority #nra #cayman #caymanslands

41 likes

Like Comment Share

Loreta Dwyer, Gella van Genderen, Manuel Fernandes Thomaz and 6 others like this.



2018 HURRICANE SEASON
Hurricane Season **BE PREPARED**

USE your stored **WATER SPARINGLY**

KEEP YOUR septic tank **FULL**

INSTALL a corner **SHUT-OFF VALVE**

AFTER A **STORM** listen for a **BOIL WATER NOTICE**

ENSURE DOCUMENTS ARE SECURELY **STORED**

ENSURE FAMILY MEMBERS KNOW WHAT **TO DO**

Dee Blackman Thanks, as someone new to the islands this is very useful!!
Like · Reply · Message · 8w

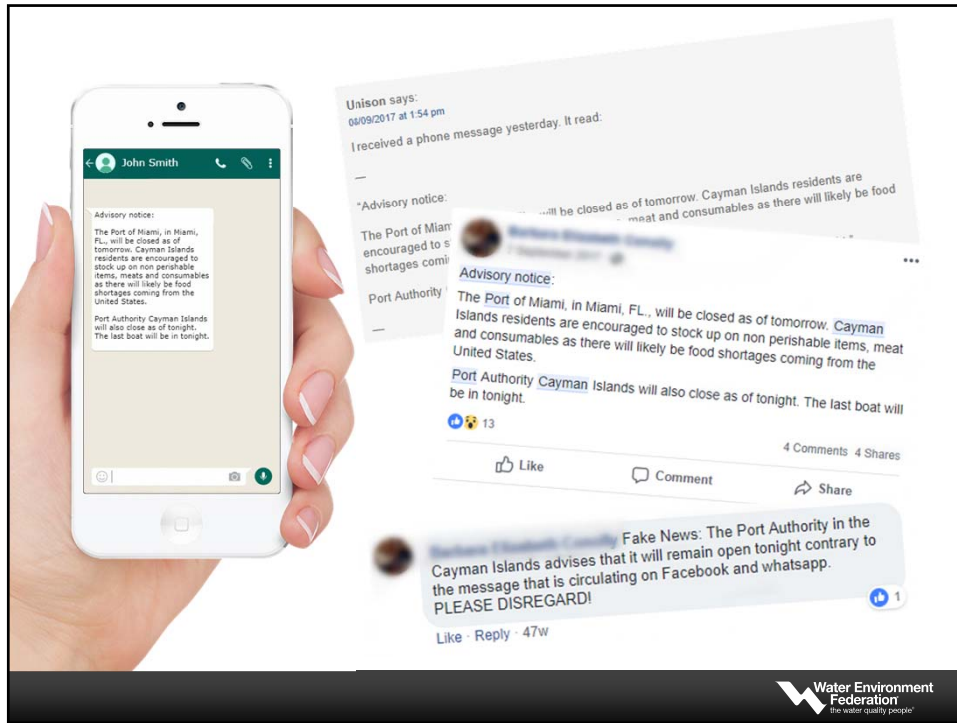
We're glad to help Dee Blackman! We will be posting hurricane preparedness tips to our social media pages every Saturday so stay tuned for more helpful tips throughout the season!
Like · Reply · Message · 8w

Water Environment Federation
the water quality people

- Share information from other relevant authorities.
 - E.g. NOAA, FEMA, etc.
- Ensure you have all necessary materials ready and accessible on your mobile device.
 - E.g. Photos, logos, contact numbers, etc.
- Cancel all current advertising campaigns and scheduled posts.
 - Or, if possible, modify them accordingly.
- Keep your messaging consistent and reinforce the messaging of other authorities.
 - Preempt panic by providing updates at regular intervals until you are no longer able to do so.

REPORT ANY BROKEN WATER MAINS

Water Environment Federation
the water quality people



- Your customers/the public are on social media, so should you be.
- Build brand equity through authentic, consistent communication.
- Take charge of the narrative as early as possible.
- Consistent, relevant content is key during crisis situations.



Travis Thompson



Public Affairs manager



Social Media Revolution



What is at risk?

Your number one asset!

**It takes 20 years to build
A reputation and five
minutes to ruin it.
If you think about that
you'll do things
differently.**

-Warren Buffett

Miracle on the Hudson

- Eyewitness photo
- Tweeted to 170 followers
- Not sent to news outlets
- Probably the first image to appear after flight landed



- Appeared on front pages
- Twitter followers grew to more than 10,000
- Interviewed on national TV 34 minutes after posting photo



Two faces of Twitter



Pretty bird



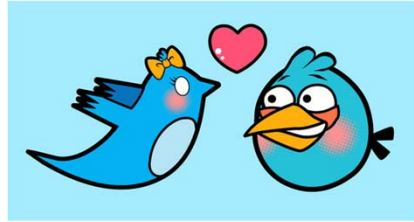
- Most useful social media tool for disaster response.
- Establish credible voice immediately.
- Get pertinent information out quickly.
- Conversation with (or without) you.

Angry bird



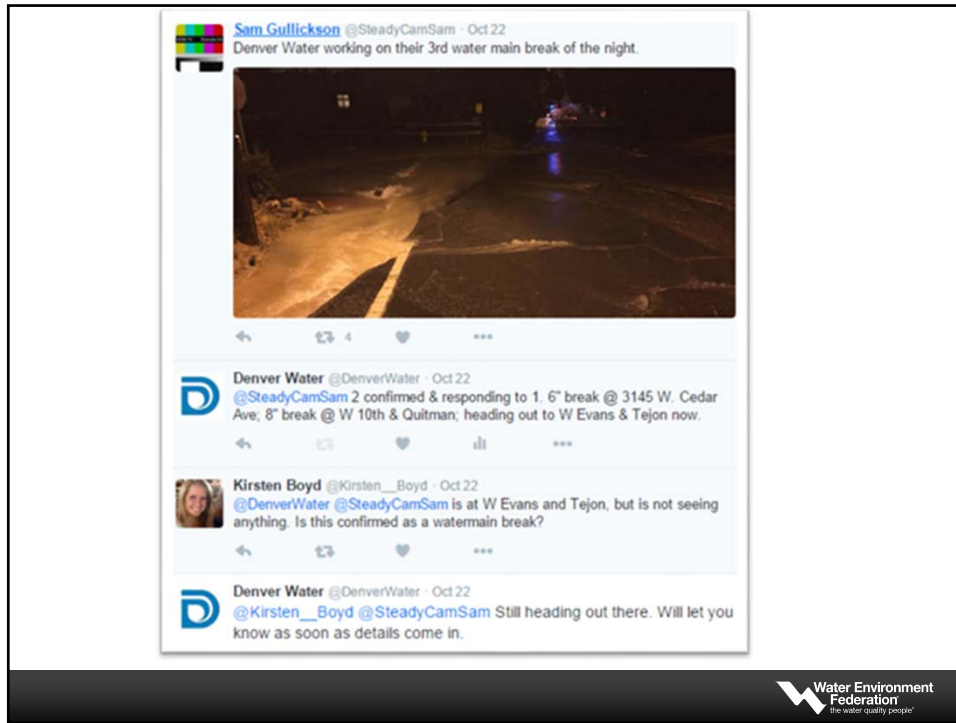
- Trolls
- Spread of misinformation
- Doesn't stop
- Conversation with (or without) you.

What do you do?

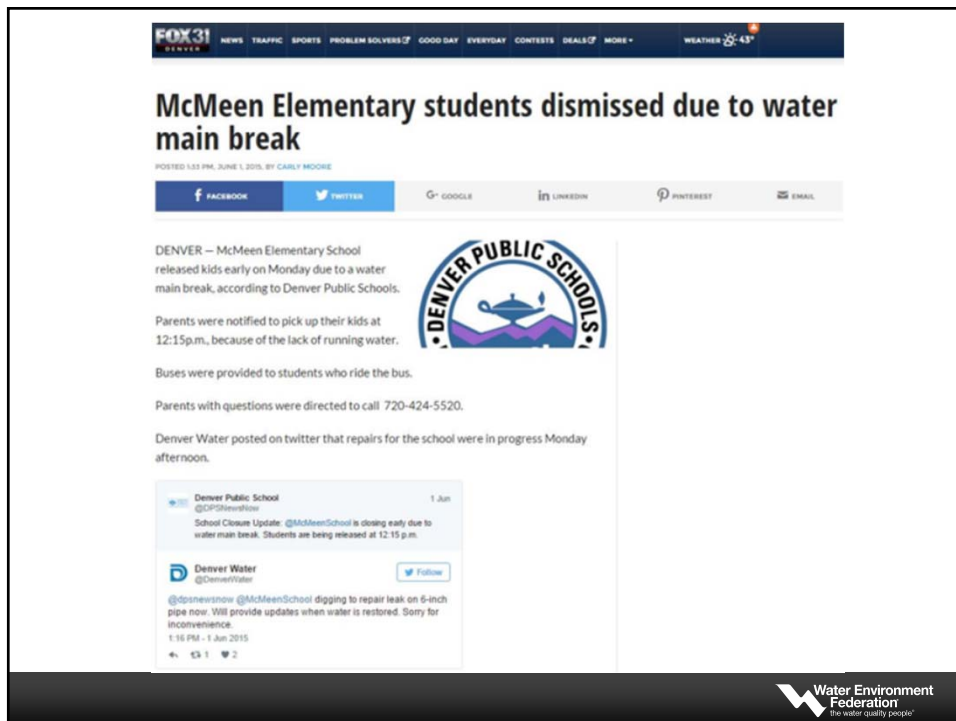


- Have a plan
- Establish credibility
- Monitor
- Practice makes perfect

What's changed?



A screenshot of a Twitter thread. The top tweet is from Sam Gullickson (@SteadyCamSam) dated Oct 22, stating "Denver Water working on their 3rd water main break of the night." It includes a night-time photograph of a street with a large, dark, irregularly shaped hole in the pavement. The second tweet is from Denver Water (@DenverWater) dated Oct 22, providing details: "@SteadyCamSam 2 confirmed & responding to 1. 6\" break @ 3145 W. Cedar Ave; 8\" break @ W 10th & Quitman; heading out to W Evans & Tejon now." The third tweet is from Kirsten Boyd (@Kirsten_Boyd) dated Oct 22, asking "@DenverWater @SteadyCamSam is at W Evans and Tejon, but is not seeing anything. Is this confirmed as a watermain break?". The final tweet is from Denver Water (@DenverWater) dated Oct 22, replying to Kirsten Boyd: "@Kirsten_Boyd @SteadyCamSam Still heading out there. Will let you know as soon as details come in." The Water Environment Federation logo is visible in the bottom right corner of the screenshot.



A screenshot of a news article from FOX 31 DENVER. The headline is "McMeen Elementary students dismissed due to water main break". The article is dated "POSTED 1:53 PM, JUNE 1, 2015, BY CARLY MOORE". The text of the article states: "DENVER – McMeen Elementary School released kids early on Monday due to a water main break, according to Denver Public Schools. Parents were notified to pick up their kids at 12:15p.m., because of the lack of running water. Buses were provided to students who ride the bus. Parents with questions were directed to call 720-424-5520. Denver Water posted on twitter that repairs for the school were in progress Monday afternoon." The article includes the Denver Public Schools logo and a screenshot of a tweet from Denver Public School (@DPSDenver) dated 1 Jun, which says: "School Closure Update: @McMeenSchool is closing early due to water main break. Students are being released at 12:15 p.m." Below that is a tweet from Denver Water (@DenverWater) dated 1:16 PM - 1 Jun 2015, which says: "@dpsnewsnow @McMeenSchool digging to repair leak on 6-inch pipe now. Will provide updates when water is restored. Sorry for inconvenience." The Water Environment Federation logo is visible in the bottom right corner of the screenshot.



A screenshot of a tweet from Brandon Rittiman, dated April 10, 3:42pm, sent via Twitter Web Client. The tweet text reads: "Shout-out to the social media team @DenverWater! Thanks for helping to de-funk my water so quickly. #ShoweringFeelsCleanAgain". The tweet includes icons for reply, retweet, message, and a dropdown menu. The Water Environment Federation logo is visible in the bottom right corner of the slide.

When something bad happens




A black and white cartoon depicting an office scene. Several employees are seated at desks, looking stressed and talking on mobile phones. In the foreground, a man sits at a desk with his hands clasped in a worried expression. In the background, two men in suits stand near a door labeled "ACME". One man is holding a briefcase and a piece of equipment. The cartoon is signed "Basso" in the bottom right corner.

"It's handled. Management brought in a team of Hashtag Gurus."




The Water Environment Federation logo is located in the bottom right corner of the slide.

6 reported tornadoes touch down in metro Denver - 9News
www.9news.com/story/.../9318207/
25 mins ago - UPDATE: TORNADO WARNINGS for the Denver metro area have expired. Six confirmed tornadoes ...

 **5 tornadoes, hailstorms hammer Denver area**
USA TODAY - 3 hours ago

8 tornadoes touch down in Denver metro area; light damage from ...
www.thedenverchannel.com/.../tornado-t...
3 hours ago - A total of eight tornado touch downs were confirmed in the Denver metro area on ...

Three tornadoes touch down in Denver suburb of Aurora
Yahoo News - 3 hours ago



Water main break shut off after 5 hours near DU; intersection still closed

The Denver Post
POSTED: 12/31/2011 01:04:45 PM MST | UPDATED: 3 YEARS AGO



University of Denver Law Student Sophia Yao runs across University Boulevard carrying a bag of books caused by a broken water line near the intersection of Buchter Boulevard and University Avenue in D. (Jeremy Paparese, Special to The Denver Post)

Happy New Years!

Car Drives Into Water Main Break Repair Zone
December 31, 2014 8:31 PM

Share 12 Tweet 5 Share 1 View Comments



Click to add text
Click to add text

A car drove into the repair zone of a water main break on Wednesday (credit: Nicholas Capra)



Practice makes perfect



Nathan Coey

Director of Utilities



Pataskala Demographics

- The City of Pataskala Ohio consists of 29 square miles by area with a population over 15,000
- 11,000 people are served by public utilities
- Two water providers - two school districts - two identities
 - Strong rural agricultural identity
 - 'bedroom' community
 - Often conflicting expectations of local government.

Public Communication Efforts

- People tend to not pay attention to traditional bill stuffers
 - We still use traditional print for project notification due to 65% of customers pay with traditional check and stub
 - This is utilized as a tool to mainly catch the non-digital customers
 - Two local small community newspapers are utilized

How we reach our residents

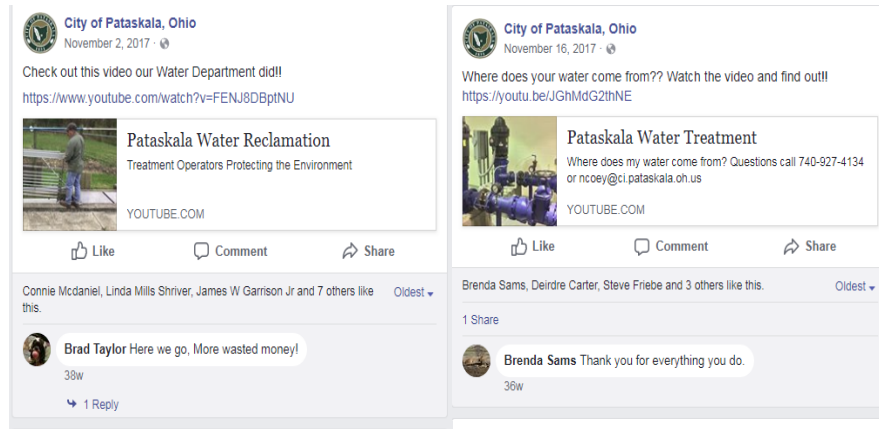
- Facebook 5,091 followers
- Twitter 355 followers
- E-newsletter 991 subscribed
- Community alert system 1,700 subscribers
- Quarterly paper newsletter to all residents



Water Environment Federation
the water quality people

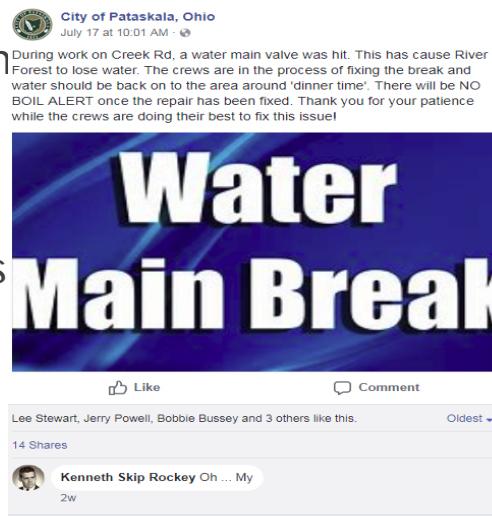
Learning your audience

- Digital communication may not always be applauded.



Notification Examples

- In the event of service disruption Facebook seems to provide the most outreach
- Not all customers signed up for the voluntary notification system



City of Pataskala, Ohio
December 18, 2017 · 🌐

UPDATE: Water is back on as of 3:50 pm. Drinking Water Advisory is not needed at this time. Thank you for your patience in this matter!

During our efforts to replace a failed hydrant, a main line valve for the hydrant has started to slip off the main. We are gathering materials and letting the folks in the area know we are planning to shut the water off at noon. We have no choice in the matter to prevent a dangerous situation for the crew.

Folks affected are Broad Street from Conine Village to Linden Ave. This will include residents and businesses in the area. We anticipate an outage for several hours but do not anticipate a boil alert. Please spread the word.



Like Comment

Tina Walker Winegardner, Jackie Baker-English, Jennifer Jezorski and 3 others like this. Oldest ▾

48 Shares



City of Pataskala, Ohio
November 22, 2017 · 🌐

This is a brand new program launching in the city!! Check out the information and look out for the YouTube video to go along with it!!

City of Pataskala Utility Department

ADOPT-A-HYDRANT PROGRAM

Program Details

The City of Pataskala Utility Department provides water to 10,000 people through nearly 38 miles of main line pipe. The Distribution System includes nearly 600 fire hydrants. These hydrants are in place to utilize water to extinguish fires in the event of an emergency. While hydrants often remain unnoticed, during emergencies they are vital. We need your help in the visibility of the hydrants. We ask participants in the **ADOPT-A-HYDRANT PROGRAM** to be the eyes and ears in the distribution system. Citizens and businesses are welcome to participate.

Program participation program will include the following:

- Participants ensure visibility of the hydrant by clearing weeds or grass. This also includes eliminating any snow from around the hydrant.
- Participants paint the hydrant once every 5 to 10 years. The Department will provide instructions and supplies to task.
- Participants notify the department in the event of damage to the hydrant. This includes physical damage to the hydrant.
- Participants will be recognized annually for their efforts.

City of Pataskala, Ohio
November 22, 2017 · 🌐

When cooking for family gatherings this holiday, please properly dispose of fat and grease in the trash and NOT down the drain!!



Like Comment

Christine Border, Catherine Rose, Phil Hansel and 6 others like this. 1 Share

City of Pataskala, Ohio
November 15, 2017 · 🌐

UPDATED POST: 10:45AM - Thank you to everyone that has called in. The leak has been found in Highland Hill Subdivision.

Dear customers, we need your help locating a water leak. We are aware of a water loss in our system east of Oxford Drive (north and south). The amount of water that is being lost would have surfaced if it was a main issue or tap failure in Beech Wood Trails. This leak is in a subdivision and the water is being absorbed by the storm water system. If you have noticed a significant water pressure loss since Sunday or if you hear the sound of water running in a storm catch basin near your home, please notify us at 740-964-6275, 740-927-2021 or at the emergency line 740-927-6867.




Like Comment

Clayton Hayes Newbold and 5 others like this. 1 Share



City of Pataskala, Ohio added 3 new photos. January 5 · 🌐

We would like to thank the crew for battling the elements to repair a late 1940's 4inch main line today. There was a circumferential crack that allowed them to repair it live which resulted in NO BOIL ALERT being issued. Thank you!!!




👍 Like 💬 Comment

City of Pataskala, Ohio January 4 · 🌐

**CITY OF PATASKALA
UTILITY DEPARTMENT**

Winter note from the Utility Director

The winter chill is upon us —



Each winter many customers are faced with frozen water pipes in the home. The rate of frozen pipes increase when the temperature is consistently below 20 degrees. This situation may result in expensive plumbing repairs and possible water damage.

Here are a few tips for your home to prevent freezing water pipes.


- Insulate pipes in any unheated portions of your home. These areas include exterior walls, crawl spaces, basements, cabinets, or any other enclosures that prevent warm air circulation. Be on the lookout for damp insulation, water soaked insulation can cause water line freezing. Wrap outside faucets or hose bibs if you do not have a separate shut off valve in the house for the outside faucets. Also, caulk and seal around pipes where they may enter the house.
- Locate your shut off valve for your water supply in your home. Knowing where your main shut off valve is located and if it is operable is important regardless of the weather. Take time to actually turn it off and on to ensure that it is working. If your water pipe begins to leak due to freezing knowing where this valve is could save you thousands of dollars in water damage repairs.

If you have a vacant property, follow these additional steps to prevent frozen water pipes:

- Turn your water off inside at the main shut off.
- Drain the plumbing lines in the house to prevent freezing.
- Check for any leaks.
- Insulate the pipes.
- Leave a tap with a friend or neighbor so they can periodically check the plumbing and make sure there are no frozen lines.
- Open kitchen and bathroom cabinet doors to allow warm air circulation to the plumbing lines under sinks.
- Consider having your water shut off by the Utility Department, call **248-264-6272**, to discuss your options and billing arrangements.

As always if you have questions about your service please call our Utility Office during normal business hours at 740-264-6272. For any water or sewer related emergencies you can contact our Emergency Hotline at 740-247-6862.

👍 Like 💬 Comment



Additional Efforts

- The_Water_Jedi is my personal handle on twitter to encourage more use of social media
- Goal is to provide weekly updates to educate
- Desire to be in communication, not just during emergencies
- Creative in house videos, storm water is in the que



Michele Sager



Lead Communications
Coordinator

Southwest Florida
Water Management District

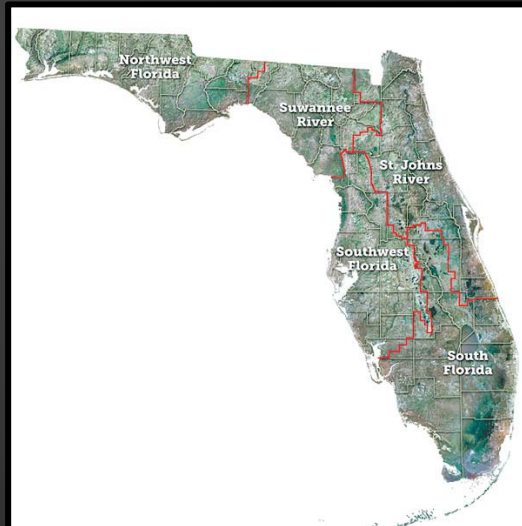
WATERMATTERS.ORG · 1-800-423-1476



Southwest Florida
Water Management District

Mission:

- Protect Water Resources
- Flood Protection
- Ensure Public's Water Needs are Met



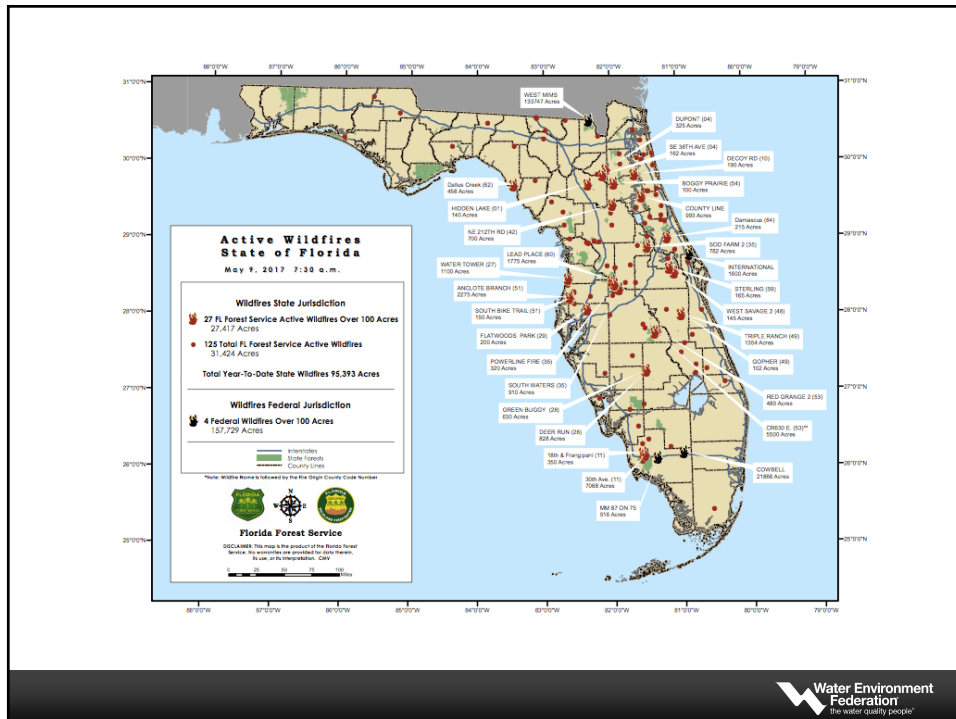
Social Media Platforms

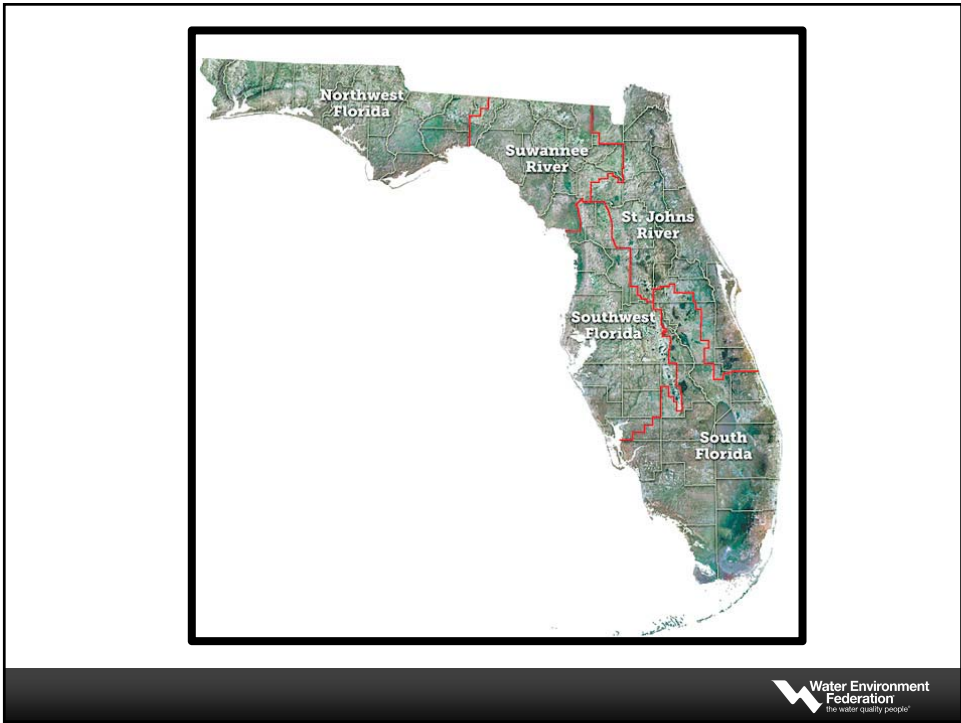


Crisis Communications



Emergency Operations





Is Your Disaster Kit Stocked?

Food in your fridge stays good for approximately four hours without power. Hurricane Sandy knocked out power to 8.5 million customers for seven days. What is your disaster preparedness plan?

Be Prepared	When the Power Goes Out	When the Power Returns
<p>Make sure you have an appliance thermometer.</p> <p>Have a few days of ready-to-eat food.</p> <p>Know where to get dry ice or block ice.</p>	<p>If the freezer isn't full, group together to turn on "glacé."</p> <p>If you anticipate a power outage, put water in the fridge ahead of time, it'll help keep everything cool.</p> <p>Keep the fridge and freezer door closed.</p>	<p>Check temperature inside fridge and freezer.</p> <p>Discard perishables, meats, poultry, seafood, eggs, leftovers. When in doubt, throw it out!</p> <p>Unusual odor, color, or texture? Throw it out!</p>

Prepare your Disaster Kit
What items should you have on-hand for a power outage:

Stock at least a three-day supply of non-perishables. Check back after family will eat. Avoid foods that will make you thirsty. Repackage dry cereal in zip-top bags. Check out fire extinguishers and when you're done, use them.

Following a disaster there may be power outages that could last for several days. Stock canned foods, dry mixes and other staples that do not require refrigeration, cooking, water or special preparation. Be sure to include a manual can opener and eating utensils.

1. non-perishable canned meats like vegetables and a can opener 2. Protein or fruit bars 3. Dry cereal or granola 4. Peanut butter 5. Dried fruit 6. Bats 7. Crackers 8. Canned juices 9. Non-perishable pasteurized milk 10. High energy foods 11. Vitamins

This information is only a portion of what you need to be prepared. For more information and resources, visit Ready.gov and FEMA.gov.

**ROAD
CLOSED
AHEAD**

STEER CLEAR of FLOODED ROADS

- Never drive on flooded roads – almost half of flood deaths happen in vehicles.
- 6 inches of water is enough to cause you to lose control of your vehicle.
- If you encounter flood waters on a roadway, Turn Around, Don't Drown®.

Hurricane Irma

- Before the storm:** Advertised our social sites and used video to show storm preparations
- During the storm:** Provided updates from our EOC about closures and answered questions from the public in real time.
- After the Storm:** Promoted our flood hotline, answered residents questions, posted updates on properties and used video to show our response



Questions

