



Social Media Roundup

Sandy goes viral

What went right and what went wrong



Agenda

Hurricane Sandy hit the shores of New Jersey at 8 p.m. Oct. 29, 2012. In the days and hours leading up to its landfall, Sandy affected 24 states with tropical storm force winds stretching far inland while also creating a destructive storm surge in New York City flooding numerous streets, tunnels and subway lines in Manhattan. The strength of the storm and the subsequent damage generated significant buzz on social media leading to the spread of both accurate and inaccurate information.

- Sandy goes viral
- Going viral in a bad way
- Accuracy is paramount, speed is secondary
- Managing social media in a crisis



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Sandy goes viral

- Hurricane Sandy further demonstrated the power and influence of social media. According to a story published on [Social News Daily.com](#), in just 24 hours, more than 3 million tweets were posted using the hashtags #Sandy or #HurricaneSandy.
- According to [Mashable](#), Hurricane Sandy was 2012's second most discussed topic on Facebook.
- In addition to individuals reporting on Sandy, hundreds of news sources took to social media to report the approach of the storm and the subsequent damage. Images, facts and video flooded the internet with much of the content going viral. The rapid spread of information isn't new to social media, but Sandy illustrated what can happen when speed takes priority over accuracy.



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Going viral in a bad way



- The photo on the left appeared on hundreds of social media sites, both personal profiles and highly reputable sites like NPR. The problem? It was not taken as Hurricane Sandy approached, it was taken in September. How the photo got out is up for some debate, but once it was out, it was too late.
- Without appropriate fact checking, this inaccurate photo went viral, and dozens of Army social media sites shared the image.
- The 3d U.S. Infantry Regiment (The Old Guard) did all it could to correct the record, and uploaded actual images of the Old Guard in Hurricane Sandy on [DVIDS](#), but by then, the damage had been done.



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Going viral in a bad way

- The Old Guard tried to respond quickly to limit the spread of the inaccurate image, but once content is out there, it's out there for good.

The Old Guard
@The_Old_Guard

Thanks for posting the pic about @The_Old_Guard, but that is not from today. This one is goo.gl/OC5lz

116 RETWEETS 17 FAVORITES

12:39 PM - 29 Oct 12 · Embed this Tweet

29 Oct

Not everyone out East got the day off. These guys are extremely honorable & never abandon their post. pic.twitter.com/GpkPzZPo

The Old Guard
@The_Old_Guard

Thanks for thinking of @The_Old_Guard, but this is from Sept. This is from today goo.gl/OC5lz

73 RETWEETS 10 FAVORITES

1:11 PM - 29 Oct 12 · Embed this Tweet



Going viral in a bad way

- The photo of the Old Guard Soldiers was not the only inaccurate image that went viral during Hurricane Sandy. Several fake images appeared on Twitter and Facebook. Sadly, many people accepted these photoshopped or movie images as legitimate.
- For a list of fake Hurricane Sandy images check out this Mashable article:
<http://tinyurl.com/8orwj6p>.



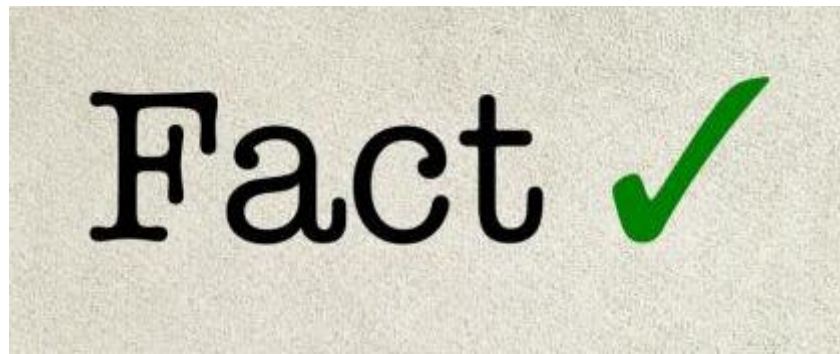
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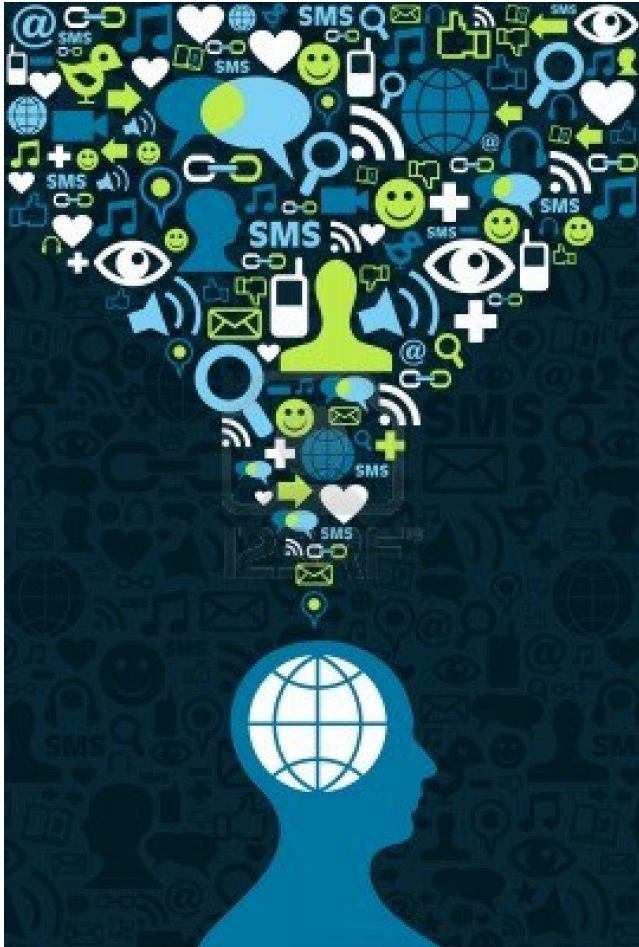


Accuracy is paramount, speed is secondary

- Social media can help organizations get information out quickly, but it must be accurate information.
- During Hurricane Irene in 2011 and the 2011 earthquake in Japan, organizations, around the Army worked hard to put out accurate information in a timely manner.
- The public's thirst for instant information has led to a disturbing social media trend where more organizations are accepting the accuracy of information before fact-checking.
- While social media facilitates the rapid spread of information, it must be accurate information. Inaccurate information distributed quickly can be much more damaging than waiting an additional few minutes to make sure the facts are correct before posting.



Managing social media during a crisis



- Social media is an important tool when communicating during and after a crisis. Don't let the previous examples scare you away from using social media during crisis communications.
- If Soldiers and the public are getting their information from Twitter's feeds and Facebook walls, then Army organizations need to be prepared to send the most updated and accurate information to those locations.
- An organization needs to be prepared for anything. They should listen to the conversation online, respond to rumors and provide updates when they become available.
- For more information on crisis planning, check out this social media roundup:

<http://slidesha.re/e0ZHAF>



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Contact information

Have questions? Please feel free to reach out to us at the Online and Social Media Division

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