



Use of social media as an immediate response in a disaster situation

In an emergency situation it appears that the use of social media usage is not the preferred immediate response. Only 2% responded they would use social media to inform family/friends, submit information to authorities or gather more information for themselves as their first priority.

Applicable to:

Stakeholders: [Attitudes toward the media](#), [Attitudes toward authorities](#), [Communication](#)

Disaster Phases: [Response](#)

Types of Actors Concerned: [Media](#), [Local authorities](#)

Hazards: [Natural hazards](#), [Man-made non-intentional hazards or emergency situations](#), [Man-made intentional hazards](#)

Recommendations:

- [Social media can be a useful alternative communication channel in all stages of disaster management](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D5.3 "Report on citizens' reactions and opinions: Citizen Summit 1 \(Bucharest, Romania\)" \(page 11\)](#)

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