



Age and profession-related differences in the use of social media for disaster communication messages

Further, practitioners identified that there are age-related and profession-related differences in use of social media; therefore, effective disaster communication requires that messages are adapted to these: “Facebook goes from 30 to 65, Instagram goes from 15 to 30. Snapchat is under 15, LinkedIn is for professionals, and they are all a different and specific target. But I always refer to the work that was done upstream. We cannot improvise any piece of communication” (G2; R).

Note: See source document for full reference.

Applicable to:

Stakeholders: [Age-related roles](#), [Communication](#)

Disaster Phases: [Response](#)

Types of Actors Concerned: [National civil protection body](#), [Local authorities](#), [Government](#), [Healthcare and emergency services](#)

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

Recommendations:

- [Inform citizens about the risk they may face and about possible actions and measures they can take to reduce vulnerability and better prepare themselves](#)
- [Use cultural factors to improve the effectiveness of disaster communication](#)

Source

[Deliverable D5.11 "Report on Stakeholder Assembly 2 \(Italy\)" \(page 26\)](#)

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