



Use of social media for ongoing communication in a disaster situation

In the case of an on-going disaster, where social media usage was indicated as rather likely. Almost nine out of ten participants indicated they would be likely or very likely to use social media to stay in contact with others, and about four out of five would inform themselves via social media, warn or inform others or family and friends, and provide help to others through social media.

Applicable to:

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

Disaster Phases: [Response](#)

Types of Actors Concerned: [Active citizens](#), [Media](#)

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 \(Bucharest, Romania\)" \(page 12\)](#)

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