



Text messages, the most efficient and resilient mode of communication after a disaster

Thirdly, in the case of a destructive earthquake, it is most certain that Facebook will launch its safety check (which is now automatic, this will be discussed in D3.2 - see source document for full reference). EMSC (Euro-Mediterranean Seismological Centre) does not want to compete with this tool. However, even if Facebook is massively used around the world, it is still cultural, and in some areas other social networks are preferred (see CARISMAND D3.1 - see source document for full reference). Due to this and the fact that not everyone is on social media, EMSC decided to use a different tool for this safety check: text messaging. This enables users to reach people regardless of their use of social media and of their connection to the internet. Moreover, SMS has been found to be an efficient and resilient way to communicate after a disaster (Canadian Red Cross 2012; Kaigo 2012; James 2014). Sending an SMS is indeed a good way to reassure friends and family without using up too much bandwidth, a precious resource in time of emergency.

Note: See source document for full reference.

Applicable to:

Stakeholders: [Social networks](#), [Customs/traditions/rituals](#), [Norms/values](#)

Types of Actors Concerned: [Entrepreneurs](#)

Recommendations:

- [Use trustworthy, widespread, multi-lingual, culturally appropriate and inclusive means of alerting the target population in case of disasters](#)
- [The use of new technologies \(e.g. Bluetooth\) can improve communication strategies in disaster management situations](#)
- [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 D3.3a "Initial report on the impact of best practices prototype implementation" \(page 32\)](#)

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