

# Safety Goes Digital

## Pre-Conference Workshop 2014 Indiana Safety and Health Conference and Expo

Indianapolis, IN  
February 2014  
Pam Walaski, CSP, CHMM



## Normally



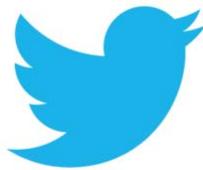
2

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## But not today!

**#livetweeting and photos are  
both welcomed and  
encouraged!**



**#INSafety14  
@safetypam**



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## However.....



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## Putting it in Context

“Social media and the 24-hour news cycle are part of a fundamental change in our sociological structure. We all have to understand that there will never again be a major event in this country that *won't involve public participation*. And the public participation will happen *whether it's managed or not*. Before the oil spill, I had already started blogging and tweeting.”

Coast Guard Admiral Thad Allen  
November 2010

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## Integration of Social Media



Social media is the 4<sup>th</sup> most popular location for obtaining information during an emergency.

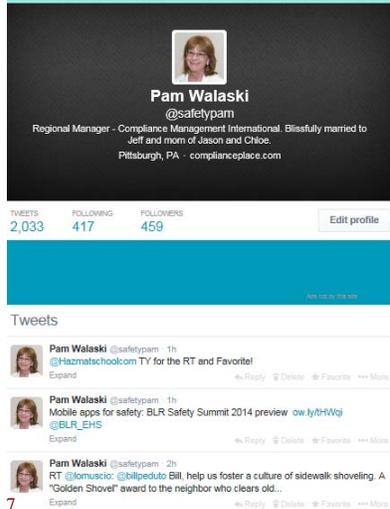
American Red Cross  
2012

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# Categories



1. Blogs – Communicating opinions in short form that is web-based (Blogspot, Wordpress, etc.)
2. Microblogging – Very short blogs (IMs, Texts, Twitter)



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# Categories

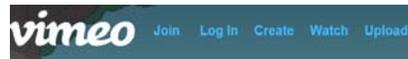
3. Social Networking Sites – Purpose is to build relationships among people with similar interests and activities (MySpace, Facebook, Pinterest, Google+)
4. Professional Networking Sites – As above (LinkedIn, Plaxo)



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# Categories

5. Video Sharing – Upload content for personal or business purposes (YouTube, Vimeo)



6. Photo Sharing – Upload photos for personal or business purposes (Flickr, Instagram)



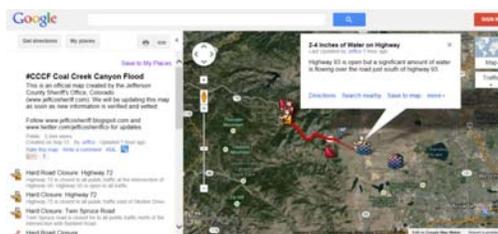
9

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# Categories

7. Content Driven Communities – Interaction is not the prime focus, sharing information is



8. Others???



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# Who Uses Social Media?

**Pew Center  
May 2013**

- ✓ 72% of all adults use one or more social platforms
  - ✓ Up from 67% in late 2012
  - ✓ Up from 8% in 2005
- ✓ 60% of all adults get their news on and offline
- ✓ 6/10 adults aged 55-64 online use social media (43% 65+)

**Who uses social networking sites**  
% of internet users within each group who use social networking sites

All internet users (n=1,895)	72%
<b>Gender</b>	
a Men (n=874)	70
b Women (n=1,021)	74
<b>Race/ethnicity</b>	
a White, Non-Hispanic (n=1,331)	70
b Black, Non-Hispanic (n=207)	75
c Hispanic (n=396)	80 <sup>a</sup>
<b>Age</b>	
a 18-29 (n=395)	89 <sup>bcd</sup>
b 30-49 (n=542)	78 <sup>bc</sup>
c 50-64 (n=258)	60 <sup>a</sup>
d 65+ (n=198)	43
<b>Education level</b>	
a No high school diploma (n=89)	67
b High school grad (n=1,011)	72
c Some College (n=514)	73
d College + (n=790)	72
<b>Annual household income</b>	
a Less than \$10,000/yr (n=117)	75
b \$10,000-\$19,999 (n=193)	72
c \$20,000-\$74,999 (n=279)	74
d \$75,000+ (n=509)	71
<b>Urbanity</b>	
a Urban (n=675)	74
b Suburban (n=889)	71
c Rural (n=351)	69

Source: Pew Research Center's Internet & American Life Project Spring Tracking Survey, April 17 - May 30, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.  
 Note: Percentages marked with a superscript letter (e.g., <sup>a</sup>) indicate a statistically significant difference between that row and the row designated by that superscript letter, among categories of each demographic characteristic (e.g., age).

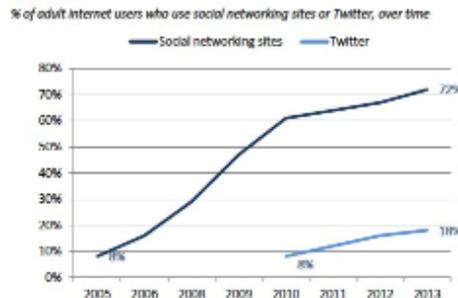


# Who Uses Social Media?

**Pew Center  
May 2013**

- ✓ Online adults who use Twitter daily has reached 18%
- ✓ Up from 8% in 2012

**Adult use of social networking sites and Twitter—change over time**



Source: Pew Research Center's Internet & American Life Project tracking surveys 2005-2013. Spring Tracking Survey, April 17 - May 30, 2013. N=1,895 adult internet users ages 18+. Interviews were conducted in English and Spanish and on landline and cell phones. The margin of error for results based on all internet users is +/- 2.5 percentage points.



## Who Uses Social Media?



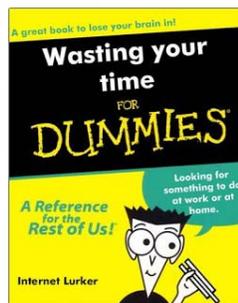
- Widespread acceptance as a strategic means of:
- ✓ creating brand loyalty
  - ✓ launching new products
  - ✓ sharing organizational news

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## Is This Your Boss?



- “I don’t have time to waste on that social media stuff!”
- “Social media is a fad!”
- “I’m not paying you to surf the internet!”

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# The Year of the Social CEO

## Weber Shandwick Study

- ✓ 78% have seen a positive impact on their company's reputation
- ✓ Majority of companies without a social CEO want that to change
- ✓ 61% of organizations with a social CEO believe that it makes their CEO more effective in managing crises

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# If it's Good Enough for the CSB....



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## If it's good enough for the Boston PD.....

The screenshot shows a Twitter thread. The top tweet is from Boston Police Dept. (@Boston\_Police) posted 39m ago, containing a #WANTED notice for a suspect in a 1999 Honda Sedan with MA Plate 116-GC7. Below it is another tweet from Boston Police Dept. (@Boston\_Police) posted 1h ago, a #CommunityAlert advising that people who went to work this morning are not expected to remain there. The main tweet is from N.E. Alerts (@NEincidents) posted 15 Apr, which reads: "BOSTON POLICE IS REQUESTING THAT ALL SOCIAL MEDIA PAGES TO TELL PEOPLE TO GET OUT OF THE AREA OF THE MARATHON ROUTE. DO NOT STICK AROUND". It has 204 retweets and 4 favorites. The interface includes options to collapse, reply, retweet, favorite, and more.

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## If it's good enough for the US Army.....

**“In today’s media environment, understanding social media, especially as it relates to time, can help you excel as an Army communicator.”**



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## If it's good enough for the Pope.....

Pope Francis  
@Pontifex  
Welcome to the official Twitter page of His Holiness Pope Francis - Vatican City - news.va

219 TWEETS 8 FOLLOWING **3,388,038 FOLLOWERS** Following

Followed by Ray Feeney, Safety Culture, Ana Ellington and 13 others.

Tweets All / No replies

Pope Francis @Pontifex 17 Dec  
The love of God is not generic. God looks with love upon every man and woman, calling them by name.  
Expand Reply Retweet Favorite More

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## Safety Goes Digital

The members of our audiences are getting their news and information online.

Why wouldn't we want to go where they are?

“...the public participation will happen whether it's managed or not.” Thad Allen

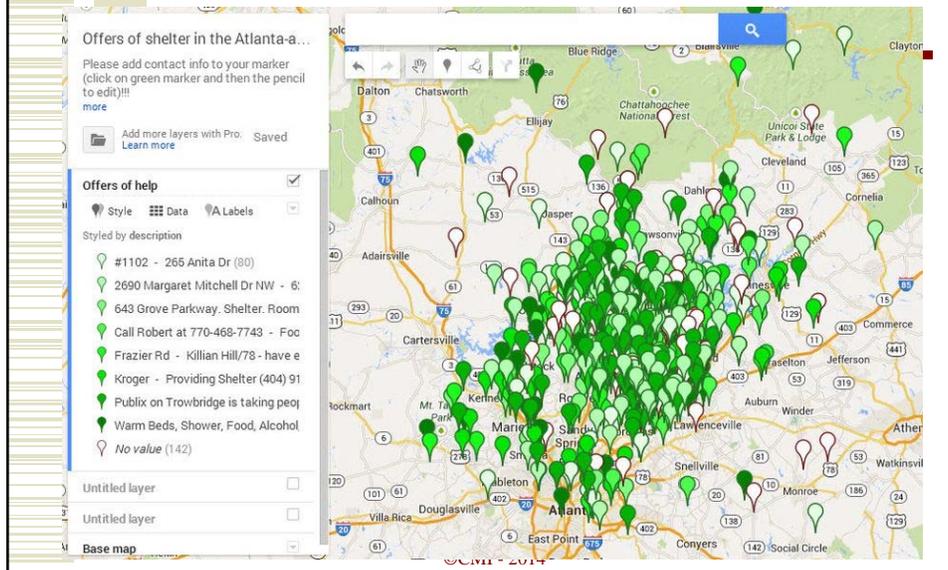


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## Whether it's managed or not....



## Safety Goes Digital



- ✓ Demand for information during emergencies via social media by the public has increased substantially
- ✓ Demand that emergency managers monitor social media has as well

## Yes, there are problems.....



**It's hard to control the message.**

- ✓ **Traditional organizational communications - tightly scripted and one-way.**
- ✓ **Social media – free flowing two-way communications.**

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## Yes, there are problems.....

**There are privacy and security concerns.**

- ✓ **If it's posted it never goes away.**
- ✓ **Site security is an ongoing challenge.**



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## Yes, there are problems.....



Sometimes people "lie".

- ✓ Or fudge the truth
- ✓ Or simply err in "retweeting" a message that isn't correct ("Hover over the RT button")

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## Yes, there are problems....

Keep it in perspective

- ✓ NYC \*911 receives 10+ million false/hoax calls per year
- ✓ If each call takes 60 seconds to manage = 416,667 hours of wasted time per year
- ✓ Should we get rid of the system?



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## Yes, there are problems.....

**Social Media has an overreliance on technology.**

- ✓ Power outages and need for back-up
- ✓ Smart phone battery lives



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## Yes, there are problems.....

**Social Media has an overreliance on technology.**

- ✓ Power outages and need for back-up
- ✓ Smart phone battery lives



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## Why Should Your Organization Use It?

### Social Media = Collaboration

- ✓ Connect with those you would never have found through typical face-to-face channels
- ✓ Share information and resources
- ✓ Apply best practices in your organization
- ✓ Increase knowledge base of workforce
- ✓ Increased productivity (really!)

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## Baylor University Study – 2013 Hankamer School of Business

- ✓ Onboarding of new hires with internal social networking site
- ✓ Intro to area – people and places
- ✓ Within/outside of their organization

### Outcomes – Increased

- ✓ morale and job satisfaction
- ✓ organizational learning – at all levels
- ✓ commitment to organization

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## Internal Collaboration



- ✓ Use open source platforms or develop your own
- ✓ Enterprise social media is faster and more efficient
- ✓ Many more tools to enable better group collaboration



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## Crisis Communications

- ✓ Informs audiences when crisis event is occurring or is about to occur
- ✓ Messages are one-way
- ✓ Dialogue and consensus is not the goal (Risk Communications)
- ✓ Goal is for the audience to make immediate decisions about their safety

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## **Crisis Communications and Social Media**

- ✓ A paradigm shifts in strategy and methods
- ✓ Audience engagement is part of the process - social media features two-way communication
- ✓ The urgency of the messages generally the same - the speed and frequency of delivery are “hyperactive”

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## **The Importance of Trust and Credibility**

- ✓ If it's already there, aids in audience acceptance of messaging
- ✓ If it's not there, it needs to be built – worst time to try is in the middle of a crisis
- ✓ If it's negative, audience will tend to disregard any positive messages and be ready to believe the worst

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## Develop a Social Media Presence

- ✓ Identify audiences
- ✓ Find out what platforms they use
- ✓ Engage and create demand (think \*911)



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## Develop a Social Media Presence

If you don't have an established brand, it's not enough to get Facebook "likes" – you have to engage.



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## Develop a Social Media Presence

- ✓ Followers and likes are an artificial metric that means nothing.
- ✓ High count, you've probably just had an emergency or have paid for a sponsor.

3	 Rihanna	82,237,709	+43,479	+259,896
4	 Eminem	79,657,079	+48,522	+327,383
5	 Coca-Cola	78,286,825	+58,574	+470,855
6	 YouTube	77,521,891	+19,815	+129,619
7	 Shakira	76,526,243	+61,812	+442,337
8	 Texas HoldEm Poker	69,832,118	+4,033	+26,999
9	 The Simpsons	69,222,337	+11,716	+85,148
10	 Cristiano Ronaldo	68,685,054	+56,146	+392,735
11	 Michael Jackson	67,946,032	+43,687	+283,507
12	 Harry Potter	67,484,601	+26,023	+168,168

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## Where are Your Audiences?

What channels are your audiences tuned into?

- Crowdsourcing, Radian6, Attensity, Hootsuite Pro



<b>TOOLS THAT MONITOR WITH ALERTS</b>
<ul style="list-style-type: none"> <li>• Google Alerts</li> <li>• BackType Alerts</li> <li>• Yahoo Pipes</li> <li>• Northern Light Search</li> </ul>
<b>TOOLS THAT MONITOR COMMENTS &amp; FORUMS</b>
<ul style="list-style-type: none"> <li>• Comment Sniper</li> <li>• coComment</li> <li>• Board Reader</li> <li>• Google Trends</li> </ul>



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## What Are They Saying?

### Monitor Your Audience and Events

Google Alerts,  
Trackur, Comment  
Sniper,  
HyperAlerts

Plenty of options –  
free and paid



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## Social Media Strategies

### Develop a Written Plan

- ✓ **Social Media component to your Crisis Communications Plan**
- ✓ **“Dark sites”**
- ✓ **Integrated Social Media Plans**
- ✓ **Develop mass notification capabilities**

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## Jefferson County Sheriff's Office: Emergency Updates

**Follow by Email**

**Americans With Disabilities Act (ADA)**

If you or someone close to you has a disability or requires special assistance during this event, please call the Jefferson County Sheriff's Office at 303-271-0211. If you have an emergency, please call 911.

Follow @JeffcoSheriffco  21

Tuesday, September 11, 2012

**The Integrated Social Media Strategy**

During the Lower North Fork Fire the Jefferson County Type III Incident Management Team engaged the public using a fully integrated social media strategy.

This blog post provides access to a number of resources, archives, and documents that explain how the Integrated strategy worked.

We are releasing these statistical and analytical documents in order to share with our local and global community the strategy's many successes and lessons learned.

If you have any [JeffcoSheriffco](#)

**Report:**

**Storify** by Jefferson County Sheriff's Office 42 minutes ago

### Integrated Social Media Strategy on the #JeffcoFlood

This Storify is meant to document how the Integrated Social Media Strategy was used by @JeffcoSheriffco during the #JeffcoFlood.

The Integrated Social Media Strategy redefines journalism when the elements shared in this Storify are supplemented by a dynamic traditional public information campaign.

Initial news is shared on twitter:

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## 2012 Lower North Fork Fire

**Emails sent to [jeffcosherriff@gmail.com](mailto:jeffcosherriff@gmail.com)**

- ✓ **We do not own a TV. We both work an hour away from Conifer. We depend 90% on social media for these types of emergencies.**
- ✓ **I finally got myself a Twitter account and started following your feed just because of the fire.**
- ✓ **I have never seen such effective communication with the public in Jefferson County, thanks to your use of the Jeff Co Sheriff's Blog. I even saw some local media put up your Twitter feed in their stories.**

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# Coal Creek Canyon Flood

**jeffcosherrifco**  
7:43pm via HootSuite  
@BohoByDesign we have no word of contaminated drinking water, that said if you are concerned take necessary precautions (boiling etc) #cccf  
2 retweets  
Hide conversation  
**BohoByDesign**: @jeffcosherrifco Should we be concerned about our drinking water here in Coal Creek Canyon? #CCCF #coflood  
7:20pm, Sep 12 from Web  
**jeffcosherrifco**: @bohobydesign we have no word of contaminated drinking water, that said if you are concerned take necessary precautions (boiling etc) #cccf  
7:43pm, Sep 12 from HootSuite

**jeffcosherrifco**  
7:50pm via HootSuite  
@vlp81772 emergency personnel went door to door in the Leyden area to ensure everyone was ok and aware of the voluntary evacuation order.  
Hide conversation  
**jeffcosherrifco**: #CCCF update: Water spilling over banks of Leyden Creek in area of 3rd & 82nd. See the point on the google map: <http://t.co/my4g8Rb1Fv>  
3:31pm, Sep 12 from HootSuite  
**vlp81772**: @jeffcosherrifco Are the people in Leyden okay? I have a friend who lives on 2nd Street.  
7:41pm, Sep 12 from Twitter for Android  
**jeffcosherrifco**: @vlp81772 emergency personnel went door to door in the Leyden area to ensure everyone was ok and aware of the voluntary evacuation order.  
7:50pm, Sep 12 from HootSuite

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# Crisis Communications

## Mass Notifications Systems

- Launch from anywhere
- Interoperable
  - ♦ Launch to cell texts, auto voice dialing land/cell, pager alerts, social networks, desktop alerts, web postings, indoor/outdoor speakers and display signs



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# Crisis Communications

## Mass Notifications Systems

- ✓ Integrate with external sources
  - NWS, CDC, DOT, breaking news services
- ✓ Secure and redundant
  - SSL encryption
- ✓ Fast



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# Crisis Communications

## Mass Notifications Systems

- ✓ Pre-scripted message storage
- ✓ Tracking of recipient receipt and feedback
  - Reports
- ✓ Easy to update and manage contact list – individual and administrator
- ✓ Customizable



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## How Often Should You Message?

- ✓ “Top of the hour” press briefing is not the standard anymore
- ✓ At the peak of the event every 15-20 minutes at a minimum
- ✓ “No new information” keeps followers informed and monitoring the situation through you – not someone else
- ✓ Too long between messages frustrates the audience

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## Crowdsourcing

**“Disaster responders must stop thinking of the public as a *problem to be managed*, and start thinking of it as a *resource to be harnessed*. Similarly, business continuity professionals can start harnessing the power of their company’s employees in a disaster.”**

John Orlando, Ph.D.  
Vertek Corporation

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# Incident Command

- ✓ Hierarchical
- ✓ Small group of decision-makers (experts)
- ✓ “Groupthink”

But:

- ✓ Able to see valid external input?
- ✓ Too much filtering?
- ✓ Too slow?



Crowdsourcing  
Counterbalances

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# The Wisdom Of Crowds



1. Diversity of opinion
2. Independence
3. Decentralization
4. Aggregation

James Surowiecki

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# Paradigm Shifts

Some situations are better handled by a large group of amateurs – the “wisdom of crowds”:

- ✓ *DARPA's Network Challenge* – misinformation gets “outed” by the crowd
- ✓ *OpenStreetMap* – Haitian earthquake rescue and damage assessment effort – all remotely and within days of the quake
- ✓ Virtual Operations Support Teams (VOST)

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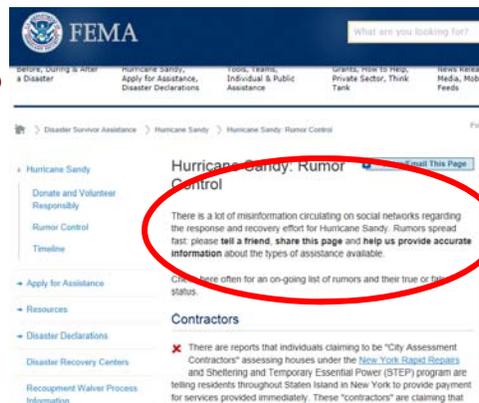
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# Crowdsourcing Worked During Superstorm Sandy

The “online truth squad” worked well to identify fake photos, debunk rumors on Twitter and outing people spreading false rumors

- ✓ Increase this important situational awareness tool in the future



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# Crowdsourcing Worked for Boston

Google person finder

Person Finder: **Boston Marathon Explosions**

[I'm looking for someone](#) | [I have information someone](#)

Currently tracking about 5500 records.

**Resources related to the 2013 Boston Marathon Explosions**

- Boston Mayor's Hotline for families of victims: 617-635-4500
- Boston Police line for witnesses who may have information: 800-494-5477
- [Red Cross Safe and Well](#)

PLEASE NOTE: All data entered will be available to the public and viewable and usable by anyone. Consider the accuracy of this data.

**Safe and Well**

After a disaster, letting your family and friends know that you are safe and well can bring your loved ones great relief of mind. This website is designed to help make that communication easier.

Register Yourself as "Safe and Well"  
Click on the "Let People as Safe and Well" button to register yourself on the site.

Search for Loved Ones  
Concerned family and friends can access the list of those who have registered themselves as safe and well by clicking on the "Search Registered" button. The results of a successful search will display a brief card that name, last name and a brief message.

[Let Yourself as Safe and Well](#) | [Search Registered](#)

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# Crisis Mapping Worked for Superstorm Sandy

Hoboken, NJ

Senior services

Shelters and recovery centers

Weather radar (precipitation)

Zoom to area

Legend

12-23 dBZ | 64+ dBZ

Source: Weather.com  
Last updated: 1:46 PM (15 minutes ago)

Road Conditions

Emergency alerts

Local emergency Twitter feeds

Zoom to area | Download KML

Legend

Emergency agencies with Twitter feeds

Public alerts

Weather and observations

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**Hudson County NJ OEM**

FID	286
Latitude	40.71677
Longitude	-74.06625
Agency	Hudson County NJ OEM
Location	Hudson County, NJ
Twitter	@HudCoNJOEM
Link	<a href="http://twitter.com/#!/@HudCoNJOEM">http://twitter.com/#!/@HudCoNJOEM</a>
State	NJ
AgencyType	EMA
objectid	294
agency	Hudson County NJ OEM
location	Hudson County, NJ
twitter	@HudCoNJOEM
state	NJ
link	<a href="http://twitter.com/#!/@HudCoNJOEM">http://twitter.com/#!/@HudCoNJOEM</a>
agencytype	EMA
latitude	40.71677
longitude	-74.06625

**Senior services**

Shelters and recovery centers

Weather radar (precipitation)

Zoom to area

Legend

12-23 dBZ

Source: Weather.com  
Last updated: 1:45 PM (15 minutes ago)

**Road Conditions**

Emergency alerts

Local emergency Twitter feeds

Zoom to area Download KML

Legend

Emergency agencies with Twitter feeds

Public alerts

Weather and observations

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**Hudson County NJ OEM**

FID	286
Latitude	40.71677
Longitude	-74.06625
Agency	Hudson County NJ OEM
Location	Hudson County, NJ
Twitter	@HudCoNJOEM
Link	<a href="http://twitter.com/#!/@HudCoNJOEM">http://twitter.com/#!/@HudCoNJOEM</a>
State	NJ
AgencyType	EMA
objectid	294
agency	Hudson County NJ OEM
location	Hudson County, NJ
twitter	@HudCoNJOEM
state	NJ
link	<a href="http://twitter.com/#!/@HudCoNJOEM">http://twitter.com/#!/@HudCoNJOEM</a>
agencytype	EMA
latitude	40.71677
longitude	-74.06625

**Hudson County NJ OEM**  
@HudCoNJOEM

work in unison with FEMA, New Jersey State Police OEM, &  
Hudson County's 12 Municipalities,  
Hudson County, New Jersey · <http://www.hudsoncountynj.org/office-emergency-management--oem.aspx>

44 FOLLOWING 369 FOLLOWERS

Google Crisis Response - How are you using this map? Tell us · Help

**Senior services**

Shelters and recovery centers

Weather radar (precipitation)

Zoom to area

Legend

12-23 dBZ

Source: Weather.com  
Last updated: 1:46 PM (18 minutes ago)

**Road Conditions**

Emergency alerts

Local emergency Twitter feeds

Zoom to area Download KML

Legend

Emergency agencies with Twitter feeds

Public alerts

Weather and observations

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# Crisis Mapping Worked for the Coal Creek Canyon Flood

Google

Get directions My places

Highway 72 is closed to all public traffic at the intersection of Highway 53. Highway 53 is open to all traffic.

**Hard Closure: Highway 72**  
Highway 72 is closed to all public traffic east of Skyline Drive.

**Hard Closure: Twin Spruce Road**  
Twin Spruce road is closed for to all public traffic north of the intersection with Burland Road.

**Hard Road Closure**  
7.2 mi - about 10 mins

**Hard Road Closure**  
0.5 mi - about 1 min

**Road Washout**  
Highway 73 in this area has had significant portions of the soil washed away due to the flooding.

**Road Washout**  
A portion of the Twin Spruce Road in this area has had a sigr portion of the roadway washed out.

**Incident Command Post**  
No media staging

**Highway 72 Closed**  
Highway 72 (Coal Creek Canyon) washed out between Piarr Road & Twin Spruce Road

**Collapsed Retaining Wall**  
A retaining wall has collapsed near Westridge Road

©2014 Google

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# Crisis Mapping Worked for Boston

Geofeedia

New York City Boston Marathon Explosions

Add a Stream

Welcome to the Geofeedia Streamer Preview Release

The streamer allows you to monitor a live feed of social media posts from any location in the world.

Please enjoy this preview release and share it with your friends while we put the finishing touches on the final version, due later in 2013.

@geofeedia

MI

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# Field Apps

Laptops



Tablets

Smartphones

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# Tablet Pros and Cons

- ✓ Screen size
- ✓ Instant on
- ✓ Wireless
- ✓ Camera
- ✓ Audio recording
- ✓ Increasing number of software and apps
- ✓ No externals
- ✓ No keyboard – can use stylus for increased precision

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## Field App Usage

- ✓ Audits/inspections
- ✓ Incident investigations
- ✓ Office tasks in field – emails/texts, sending and receiving documents
- ✓ Field reports
- ✓ Document storage
- ✓ Photos and screen shots
- ✓ Access reference documents

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## m-Learning

Defined as “any educational interaction delivered through mobile technology and accessed at a student’s convenience from any location”

- ✓ Market for m-Learning products and services equaled \$1 billion in 2010.
- ✓ Five year growth rate expected to be ~13.7%

Wan

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# m-Learning

## Advantages:

1. **Ease of access – no special equipment**
2. **Timeliness of information - available anytime and anywhere**
3. **Engagement of learners – integration of mobile devices into most of our lives**
4. **Support of learning activities – use of games and other activities are recognized by many users**

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# m-Learning

## Advantages:

5. **Chunking of content - meshes with the shortened attention span of learners, mobile devices and other platforms work well with chunking**
6. **Availability of software – can use customized software or simply apply existing applications. More cross-platforms and open-source programs are being developed**

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# m-Learning

## Common Learner Expectations:

1. **Personalization** – customized context, content and navigation
2. **Multimedia** – text, graphics, audio, and video; also be able to downloaded for offline use
3. **Interactivity** – emphasis on “social” – sharing and collaboration

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# m-Learning

## Common Learner Expectations:

4. **Integration** – switch between mobile devices, laptop, tablet, etc.
5. **Support** – SME and technical support must be available 24/7

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# m-Learning

## Designing the App

1. **Learner experience – landing page must be compelling, block out external distractions**
2. **Screen size – most common is still smartphone; minimize clutter, good navigation, short titles avoid wrapping, concise text to avoid scrolling**

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# m-Learning

## Designing the App

3. **Connection Speed – mobile networks are usually slower than Wi-Fi**
4. **Storage capacity – simple pages and small files**
5. **File formats – commonly supported**

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# Social Media Policies

## National Labor Relations Board (NLRB)

- ✓ Have ruled in numerous cases involving platforms like Facebook and Twitter
- ✓ Employees are generally protected when discussing working conditions – no matter where they do it (Section 7)
  - This includes their employer and co-workers



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# Social Media Policies

**Just ask Sheriff B.J. Roberts.....**

**“Liking” something on Facebook is protected speech.**

**“Internet equivalent of displaying a political sign in one’s yard.”**

**U.S. Court of Appeals – 6<sup>th</sup> Circuit  
Chief Judge William Byrd Traxler**



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# Social Media Policies

## Social Media Access by Employers

**Eleven states have laws that ban companies from:**

- ✓ Asking for social network usernames or passwords
- ✓ Making employees go through personal accounts
- ✓ Require employees to change privacy settings so account information is visible to the public

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# Social Media Policies

- ✓ Media will get information from whoever is willing to talk - including your employees
- ✓ Restrictive policies (even if legal) tend to backfire
- ✓ Think honey and vinegar.....remind employees that anything that negatively impacts the company impacts them as well
- ✓ The best defense is good employee relations

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# Social Media Policies

## When off-duty:

1. Assure policy does not interfere with employee's ability to use social media platforms
2. Request employees use common sense, good judgment and personal responsibility when posting on social media
3. Assume that employees can be trusted to exercise personal responsibility while participating in online activities

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# Social Media Policies

## When on-duty – if permitted:

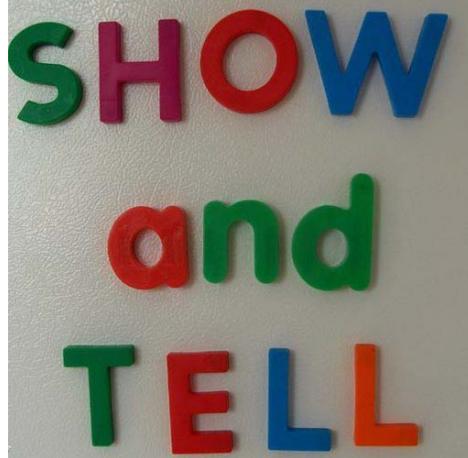
1. Usage does not interfere with performance of work duties or create safety hazards
2. Usage is related to work, approved by manager, and monitored (except for breaks)
3. Prohibit sharing of confidential information or speculating about company's future activities
4. Ban use of company trademarks or copyrights on personal websites/social media platforms

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## Safety Goes Digital



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## Safety Goes Digital



Despite all of its shortcomings, social media is a powerful tool and represents tremendous potential for many SH&E uses.

**Don't get left behind.**

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