



Social Media in Crisis Communications

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NEA on NRO Crisis Communications

- “One of the challenges observed by most NROs is that the reaction time in terms of communications does not always depend on the national regulator. New channels, like social media, have increased the difficulty for NROs to manage crisis communications quickly and accurately.”

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Evolution of Social Media

Internet became the currency of information in the early 1990s.

ITU estimates 1/3rd of world is using the internet. 45 % under age 25

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Communications is changing

- 6 billion mobile-cellular subscriptions, smartphone use rising rapidly
Teletype/Fax/Web Page/SM
- SM changing how we communicate
- Social Media now widely accepted communications form

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Social Media Growth

SM statistics: 845 million Facebook accounts 2/12; 200 million Twitter users, 1B tweets per week, 40 percent from mobile device, up 180% in a year

Bandwidth use is rising rapidly

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Social Media Use within NEA

- At the time of the December 2011 WGPC meeting members were in large measure still going slowly in social media
- All nations used internet during Fukushima crisis.
- Social media use in crisis was mixed – some heavily involved, others to some degree and some not at all.

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Social Media use by NEA NROs

- However, a post-Fukushima survey indicated many nations are looking at broadening their social media use or have already done so
- For example, the U.S. NRC has begun using a number of additional social media outlets.

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Social Media use by NEA NROs

- Facebook – France, Finland, Sweden
- Dedicated web page – France (U.S. had a dedicated area on web page)
- Twitter – France, Sweden, Spain
- Dailymotion – France
- Dedicated newsletter – France
- Blog – U.S.
- Web meetings – Norway
- Chats -- Sweden

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U.S. Experience

March 11-12, 2011

- First press release/First blog post – “NRC Monitoring Earthquake and Tsunami”
- Saturday: Two more blogs Saturday and then a press release: “NRC experts deploy to Japan with USAID”

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March 13-14-15, 2011

- Reports of explosions – citizen concerns rise dramatically
- Two more blogs: No harmful radiation to U.S./Plants in U.S. very robust
- NRC Chairman Jaczko speaks at President’s White House Press Room
- Blog visitors soar to 5,000 a day; comments guide Public Affairs communication products

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Wednesday March 16

- NRC recommends to Embassy Tokyo that U.S. citizens evacuate 50 miles around Fukushima.
- Blog comments keep rising; commenter writes: “have found the information you have provided as VERY helpful.”
- Misinformation abounds: Blog post – **“Don’t Believe Everything You Read”**
- Blog a very flexible and speedy tool for U.S. NRC

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Feed back from the French NRO (ASN)

- Extensive use of Social Media during the Fukushima accident
- Dedicated web site
- Facebook – 90 postings
- Twitter – 91 tweets
- Dailymotion (like YouTube) – 52 videos / almost 65,000 views
- Newsletter – 4,300 subscribers
- About 300 messages received through email and Facebook.

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Thoughts, Points for Discussion

- Social media is becoming an increasingly common way to communicate
- It is faster than traditional methods of communication
- Retweeting or relaying by others multiplies impact

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Thoughts and Discussion

- Social media is less formal, requiring less management oversight
- Social media cannot entirely replace traditional press release
- Crisis raises media interest. News media monitors Social Media closely. Monitoring by NRO necessary too.
- Social media can spread misinformation

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Thoughts and Discussion

- Blogs and Tweets offer important way to respond rapidly and gain “traction” for your message.
- Challenge – Social media can require additional staff resources/or a decision by managers of what to leave unaccomplished.
- Lesson – NROs should include additional Social Media in Crisis Communication Plans. Understand what it requires.