

TRANSPORTATION RESEARCH BOARD

# Staying Connected - Social Media and Airport Emergency Management

July 27, 2021

**@NASEMTRB**  
**#TRBWebinar**

# Learning Objectives

- Discuss how to integrate Social Media and Emergency Management
- Establish an operating framework for SM/EM integration and adapt it over time



# American Association of Airport Executives (AAAE)

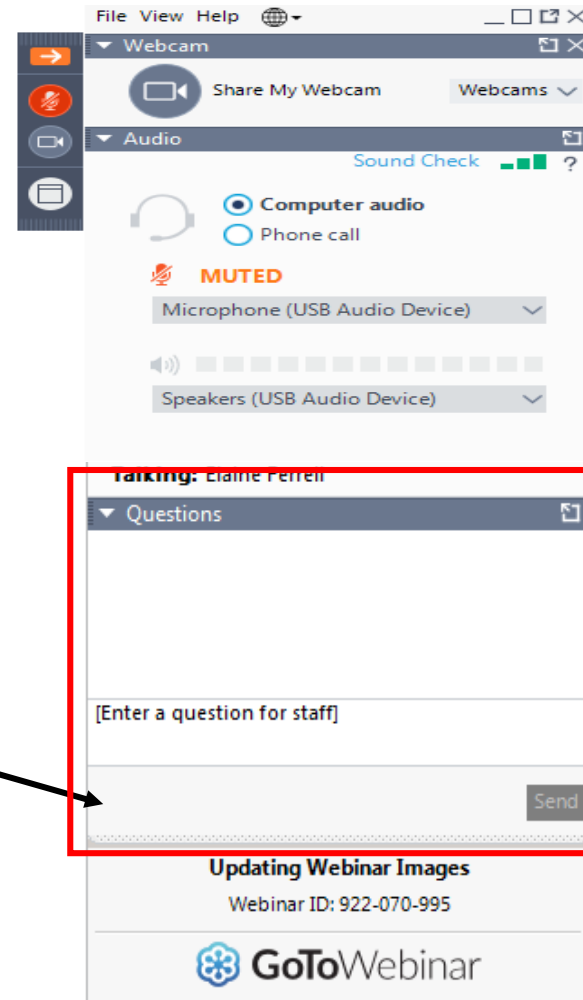
1.0 Continuing Education Units (CEUs) are available to Accredited Airport Executives (A.A.E.)

Report your CEUs: [www.aaae.org/ceu](http://www.aaae.org/ceu)



# Questions and Answers

- Please type your questions into your webinar control panel
- We will read your questions out loud, and answer as many as time allows



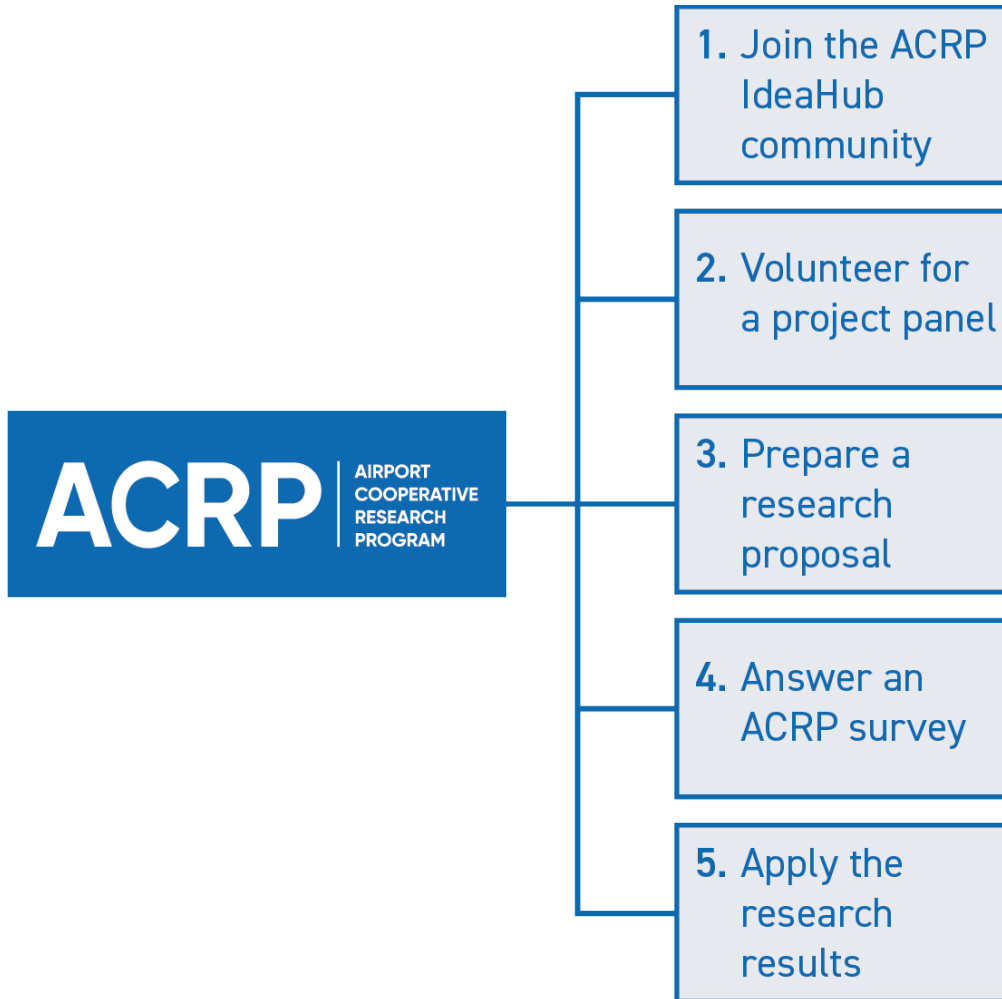
# Kim Kenville

## University of North Dakota

- Professor, Department of Aviation
- ACRP Oversight Committee Member
- North Dakota Aeronautics Commission Member
- Completed over 11 ACRP Guidebooks/Synthesis
  - Mainly EM topics
- Teach Airport 101 and CM for AAAE
- Own DBE consulting business
- Private Pilot
- Married to Airport Engineer



# Five Ways to Get Involved!



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**[www.trb.org/ACRP](http://www.trb.org/ACRP)**

# Today's Speakers

David DiMaria, Barich Inc.

and

David Evans, Khoros

Presenting

ACRP WebResource 8: Integrating Social Media with  
Emergency Management at Airports

## Integrating Social Media with Emergency Management at Airports

**David DiMaria CM, PEM**  
*Senior Consultant*  
Barich Inc

**Dave Evans**  
*Product Manager*  
Khoros



# David DiMaria, CM

## Lead Researcher



- Senior Consultant, Barich Inc.
- Former DTW Director of Airfield Operation and Emergency Management
- Former Willow Run Airport Director
- Professional Emergency Manager

# Dave Evans

## SM SME / Researcher



- Product Manager, Khoros
- Author, "Social Media Marketing, An Hour a Day" (Wiley, 2010)
- Author, "Social Customer Experience." (Wiley, 2014)

# ACRP WebResource 8 Oversight Panel

**Augustus L. Hudson, ATL , Panel Chairman**

**Kurt Cabral, Eastern Research Group, Inc.**

**Sarah Ferrara, City of Scottsdale—Scottsdale Airport**

**David M. McCurdy, Tarrant County (TX) Administrator's Office**

**Elly Mixsell, Wired Communications**

**Crystal L. Nosal, The George Washington University**

**Chelsea A. Treboniak, Critical Ops, LLC**

**Greg A. Willis, Jr., Jacksonville Aviation Authority**

**Janel Showalter and Marc Tonnacliff, FAA Liaison**

**Steve Andreadis, U.S. Copyright Office**

**Scott Elmore, Airports Council International—North America Liaison**

**Christine Gerencher, TRB Liaison**

**Marci A. Greenberger, Manager, Airport Cooperative Research Program**

# Agenda



**Research Overview**



**Benefits and challenges of integrating SM with EM**



**Assessing an airport's level of maturity for SM/EM integration**



**How to develop a plan**



**How to establish an operating framework**



**Questions and Answers**

*SM - Social Media  
EM - Emergency  
Management*

# Project Overview

## Objective

Develop a guidebook to help airports develop a social media program for emergency management and crisis communication



*WebResource Home Page*

# Project Overview - Approach



**Literature and Social Media  
Tools Research**



**Social Media Advisory  
Sessions**



**Validation Session**



**Focus Groups**

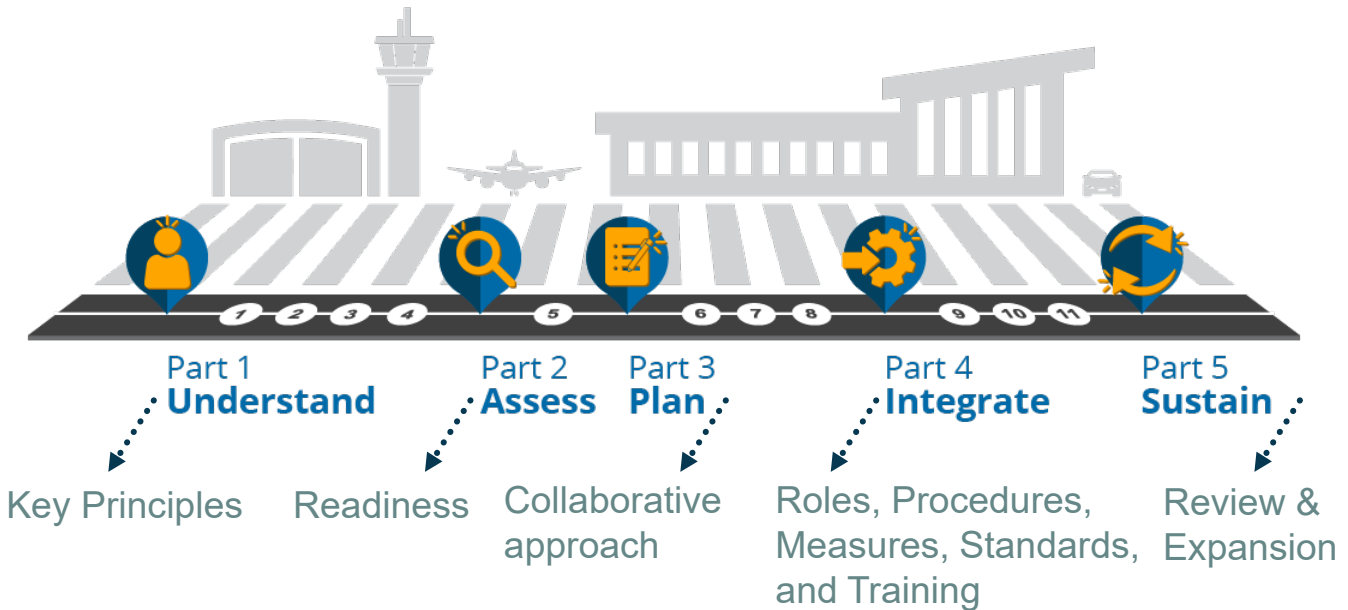


**Jurisdictional Review Session**



**Stakeholder Workshops**

# Project Overview – WebResource Summary



# Integrating SM with EM

*This Relationship is Key!*

Emergency Manager



Social Media Manager

# Integrating SM with EM



**Basic Functions of Social Media**



**Social Media Uses in Emergency Management**



**Benefits**

**Challenges**



# Integrating SM with EM



## Social Media Uses in Emergency Management



## Benefits

- Reputation
- Response Efficiency
- Communication
- Whole Community

# Integrating SM with EM



## Social Media Uses in Emergency Management



## Challenges

- Collaboration
- Technology
- Change
- Messaging

# Assessing an airport's level of maturity for SM/EM Integration

## Assess the Following



**EM Program**  
(Depth & Maturity)



**SM Program**  
(Sophistication & Maturity)



**Current SMEM Integration**



**SM Tools**  
(Current & Future Use)

# How to develop a plan

- Define your stakeholders
- Establish a Vision and Objectives

 The Goal: Whole Community Collaboration



# How to develop a plan

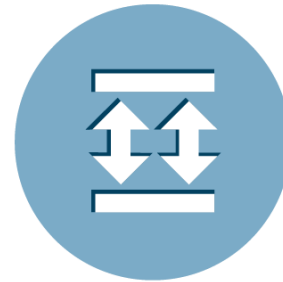
## Define your SM Integration Level



**Basic**



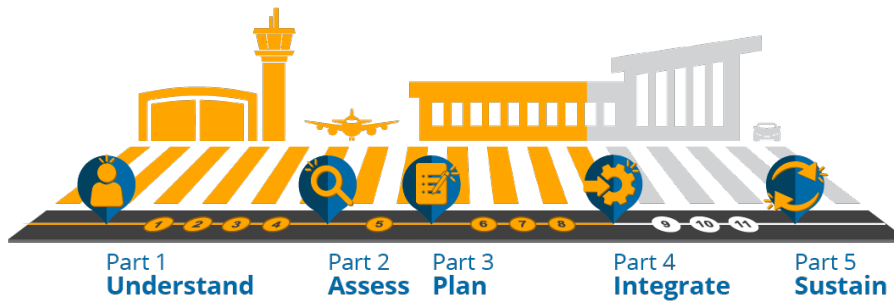
**Intermediate**



**Advanced  
(Complete)**

# How to establish an operating framework

1. Establish Integration Needs
2. Establish the SM Operating Framework
3. Develop/Update Plans



# How to establish an operating framework

## Backdrop - Challenges presented by COVID-19



Misinformation



Competing Agendas

*Travelers looked to the following sources*

1. Airline Website (56.79%)
2. Government or Public Health Agency Website (49.02%)
3. Airport Website (46.50%)
4. Travel Related Website (23.67%)

# How to establish an operating framework

## Build on the phased approach in the WebResource



**Integrate** plan across airports, departments, and objectives

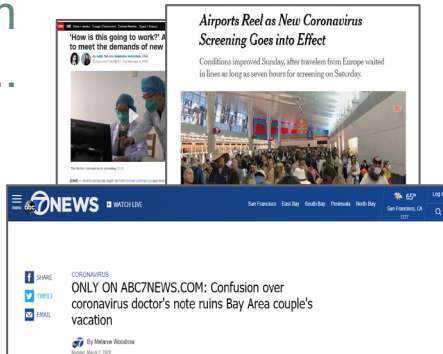


**Build a sustainable effort:** A little now is better than none later.

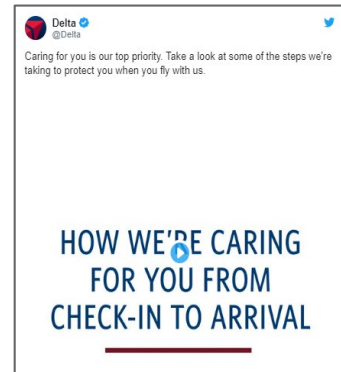


# How to establish an operating framework

From  
this...



...to this.



# How to establish an operating framework

In a time of uncertainty, provide assurance, ***consistency***, and security. Add confidence (for traveling).

# How to establish an operating framework

## Adopt Proven Best-practices



Incident Command Structure

Participation of Public Affairs



Formal Listening



Response Processes



Adjust and Repeat



### COVID-19: Information for Travelers and Flights

#### Travel

Aircraft, taxis, and rideshare programs are considered essential businesses and are able to remain open during this time for people traveling to conduct essential business or critical infrastructure, and caregivers who travel to provide care. As of May 1, 2020, individuals may make trips to obtain or provide the reopened services listed in Governor's Order GA-18.

#### ^ Permitted Travel

Only travel related to essential activities, essential governmental functions, essential businesses, critical infrastructure, or minimum basic operations is permitted. As of May 1, 2020, Governor's Order GA-18 identifies additional businesses and services that people may leave their homes to access (reopened businesses). In addition to making trips related to essential businesses, activities and travel, individuals may also make trips to obtain or provide the reopened services listed in Governor Abbott's order and to participate in permitted outdoor activity. Both the City's order and the Governor's order GA-18 require individuals to stay at

# How to establish an operating framework

Sounds Great. **But how?**

# How to establish an operating framework

## How-To: Implement a Standard Response Practice



List authorized channels: make this list and capability obvious to travelers



Use these channels for **regular messaging**



Use these channels to **respond to specific, in-the-moment issues** detected via Listening



Share your channel list with your stakeholders



**Low-hanging Fruit: Don't forget about checklists!**

# How to establish an operating framework

## How-To: Develop and Share Standardized Reporting



Consistently implement the **basics**



**Report** quantitatively on both steady-state conversation and tone, and, on sudden spikes, isolated issues



**Share** these reports

# How to establish an operating framework

## How-To: Integrate Social Media with Public Safety Communications



Move out of PR-mode and into **customer care** (reassurance) mode



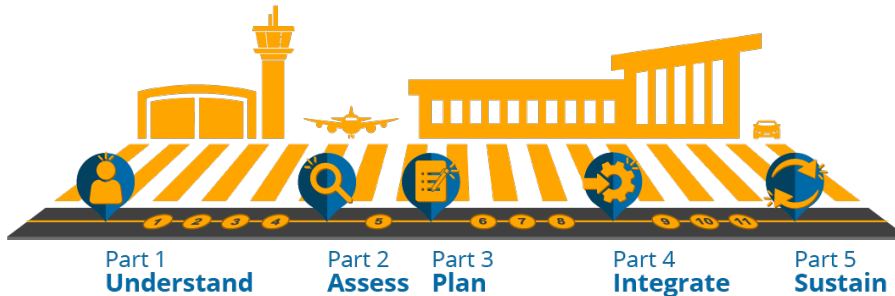
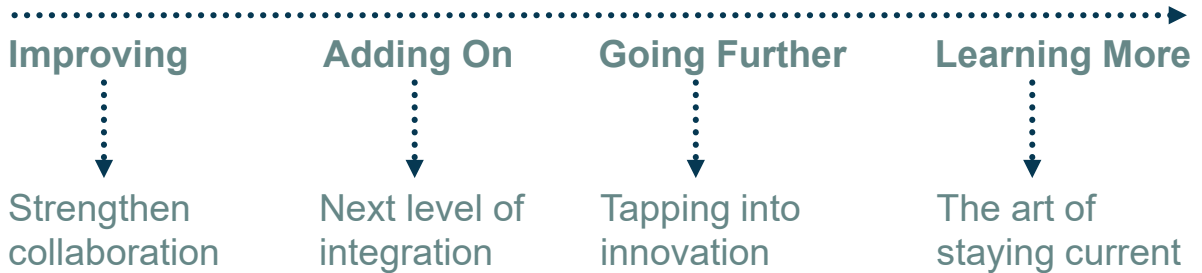
Differentiate between true local crisis and national issues



Follow the **ACRP WebResource Guide**

# How to establish an operating framework

## Sustaining your program





# Takeaways

1



Relationship between

SM Manger

Emergency Manager

PR Team

2



A published plan – with training & rehearsals

3



Stay current

Platforms

Tools

Relationships

Current Events

# FOR ADDITIONAL INFORMATION



<https://crp.trb.org/acrp/webresource8/>

## David DiMaria

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# Today's Panelists



**Moderated by:**  
**Ken Kenville,**  
*University of North  
Dakota*



**David DiMaria,**  
*Barich Inc.*

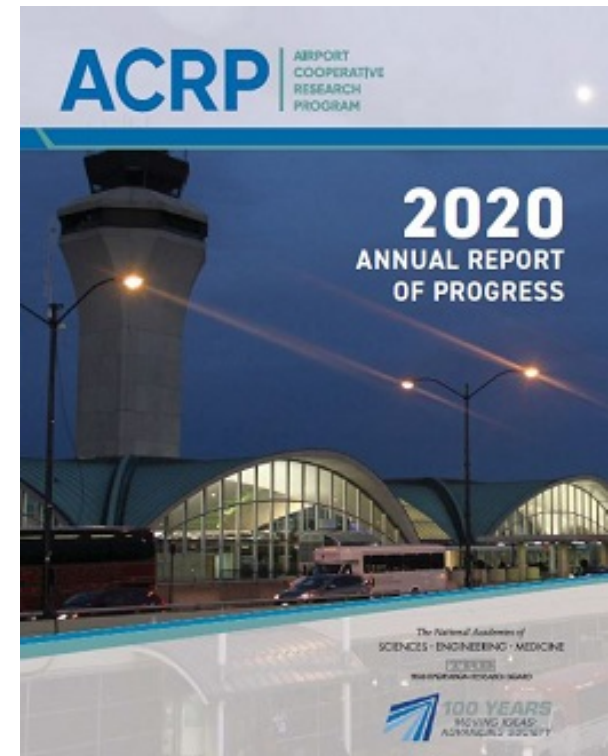


**Dave Evans,**  
*Khoros*

**#TRBwebinar**

# ACRP is an Industry-Driven Program

- ➔ Managed by TRB and sponsored by the Federal Aviation Administration (FAA).
- ➔ Seeks out the latest issues facing the airport industry.
- ➔ Conducts research to find solutions.
- ➔ Publishes and disseminates research results through free publications and webinars.



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# Other ACRP Research on Today's Topic

Report 88: *Guidebook on Integrating GIS in Emergency Management at Airports*

Report 94: *Integrating Web-based Emergency Management Collaboration Software into Airport Operations—A Primer*

Synthesis 50: *Effective Cooperation Among Airports and Local and Regional Emergency Management Agencies for Disaster Preparedness and Response*

Synthesis 82: *Uses of Social Media to Inform Operational Response and Recovery During an Airport Emergency*

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