

facebook

Prepare & Respond

Tips for individuals, groups and communities to get the most out of Facebook before, during and after disasters

Help your community with
READINESS

Support
**RESPONSE
AND RELIEF**
initiatives

Engage
in ongoing
RECOVERY
efforts

Help build
community
RESILIENCE

facebook

“Standard advice about preparing for disasters focuses on building shelters and stockpiling things like food, water and batteries. But resilience — the ability to recover from shocks, including natural disasters — comes from our connections to others, and not from physical infrastructure or disaster kits.”

– **Daniel Aldrich,**

Director, Security and Resilience Studies Program
Northeastern University

In times of crisis, connecting and building community is more important than ever. Facebook can foster the social connections that help communities prepare for, respond to and recover from disasters. Organizations, governments and individuals turn to Facebook to communicate with their communities — whether to lead and rally friends and neighbors around disaster-related events — gather and disseminate timely and reliable information from diverse sources — or share important updates from first responders. This guide aims to share useful tips and examples of best practices to help you most effectively use Facebook to build community resilience before, during and after a disaster.

For more information — or to share your own tips and success stories — find us on Facebook at **[facebook.com/disaster](https://www.facebook.com/disaster)**

How to use Facebook before, during and after disasters



Tips for Response and Relief Organizations

Pages 2 – 11



Tips for First Responders and Government Agencies

Pages 12 – 21



Tips for Individuals and Communities

Pages 22 – 29



Facebook Crisis Response Products

Pages 30 – 32



Tips for Response and Relief Organizations

Using Facebook allows disaster response and relief organizations to engage their community members as part of the team, quickly connecting the community to efforts focused on staying safe and informed. Knowing how to best use Facebook's tools can help different kinds of disaster-related organizations prepare for and respond to emergency and disaster events.

Core Features

Pages



On Facebook, Pages are the foundation for your organization to open a two-way communication channel with the community of people interested in your work. The different features of Facebook Pages — like Call-to-Action buttons, photos and videos, Live, and Notes — allow your organization to tell robust stories and have engaging and enduring interactions with your followers.

Tips for creating an engaging Page:

- Choose a Cover Photo that helps tell the story of your organization and your mission. The photo can be changed at any time and is a good place to feature a special event or initiative
- Choose a Profile picture that easily identifies your organization to both those who know you and those who don't. We recommend a square version of your organization's logo
- Use the About section of your Page to clearly state your organization's mission, vision and values, as well as contact information
- Post frequently with relevant and timely information
- Like and Follow Facebook Pages related to your organization's work, and share posts and links from those Facebook Pages with your followers



Examples



Brazilian Red Cross



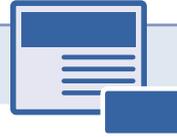
World Food Program



United Way USA

Core Features

Page Posts



Oxfam
OXFAM December 10

Hurricane Matthew's trail of destruction in Haiti may no longer be in the news. But that doesn't mean Oxfam isn't still working. Find out more about our programs here:



Oxfam plans a 6-to-12 month response to help Haiti recover from Hurricane Matthew

Page Posts are the primary way for your organization to communicate with people who follow your Facebook Page.

Use Posts:

- To increase general community engagement
- To alert community members to available resources and connect them with appropriate organizations
- To let people know how to access relief and aid
- To support and highlight emergency preparedness and awareness activities

Before

Create a Page posting strategy designed to keep people informed in advance of any disasters. Regularly posting helps position your organization as a credible and reliable resource during disasters. For example, post relevant preparedness tips to remind people of the steps they can take to keep themselves and loved ones safe in the event of severe weather.

During

Timing is crucial; post regularly with photos and videos, and, when appropriate, target posts to people in specific locations. Stay connected with your followers by going Live to share timely information, and by frequently responding to questions and feedback in the comments on your posts. You can also pin a post to the top of your Page to highlight emergency information.

After

Post direct and clear information about where community members can receive aid and how they can help in the recovery effort.

Examples

WIRES
March 29 · 1k

As the storms continue to lash southern Queensland and the rain moves into northern NSW today we are expecting to be called to assist impacted animals. At these times our rescue line can be extremely busy, there are some simple things you may be able to do to assist uninjured animals. Some birds may be waterlogged and on the ground unable to fly. Where it is safe to do so, pick them up by gently wrapping them in a small towel or soft cloth with no loose threads (they can easily become

WIRES Wildlife Rescue, Australia

American Red Cross
1.5k January 31 · 4k

We want to know: When you head out of your home, what steps do you take to stay safe on the go? Whether you're dining at a restaurant or traveling across the country, share your savvy emergency preparedness tip in a comment below. Your tip may be featured on our blog, RedCrossChat.org/ [Note: By commenting below, you agree we can use your first name and comment in an upcoming blog post on RedCrossChat.org, but do not guarantee we will do so.]

American Red Cross

Oxfam
OXFAM December 10 · 1k

Hurricane Matthew's trail of destruction in Haiti may no longer be in the news. But that doesn't mean Oxfam isn't still working. Find out more about our programs here:

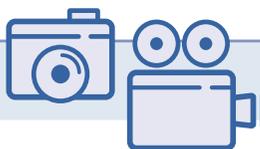


**Oxfam America
Hurricane Matthew**

Learn More: facebook.com/help/sharing

Core Features

Photos and Videos



Photos and videos can make your posts more interesting and accessible, and are a great way to share authentic and engaging content.

Use Photos and Videos:

- To enhance and support text-based posts
- To better communicate the severity of particular emergency situations
- To show the progress of recovery efforts

**Before**

Make photos and videos a regular part of your Page posting strategy. This kind of authentic content can help engage your audience so that during a disaster your organization is a trusted source of information.

During

As a disaster develops, post photos and share videos to also communicate what's happening and where. Add descriptions to your photos and tag volunteers and supporters in the photos when possible.

After

Use photos and videos to help tell a compelling story about the recovery effort and your organization's role in it.

Examples

International Committee of the Red Cross



UNICEF USA
Children First

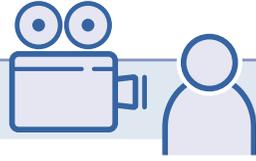


All Right? New Zealand

Learn More: facebook.com/help/photos/uploading

Core Features

Live



In the crucial moments before and during a disaster when information is vital, broadcast to your followers in real time using Live and the camera in your pocket. Live allows you to interact with people using live streaming video from your Page. Direct people to useful information by letting your audience know when you'll be going Live with a written post beforehand. Access this feature from the Facebook Pages Manager app.

Use Live:

- To interview an expert on preparedness
- To document conditions in the immediate aftermath of a disaster, once it's safe to be in the area
- To bring your community into the recovery effort

Before

Share tips for disaster preparedness, using visuals in your Live broadcast to demonstrate suggested supplies, maps or actions to be taken to stay safe.

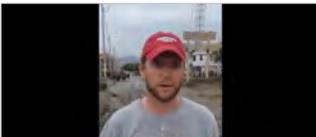
During

Go Live to document disaster conditions, share important information and amplify recommendations from emergency professionals.

After

Interview volunteers involved with relief efforts, document rebuilding efforts and raise funds in real time from your viewers.

Examples



Convoy of Hope
Peru Relief



Washington
National Guard

Learn More: live.fb.com/about

Core Features

Groups



Facebook Groups let you coordinate and organize groups of people. These are specific communities of people who can interact directly with each other. You can use Groups to share exclusive updates or to collaborate on projects. Groups can be open, closed or secret, depending on how private you want a particular Group to be.

Use Groups:

- For internal coordination
- To organize volunteers or committees and their tasks
- As a dedicated communication channel for staff and local chapters
- To communicate directly with strategic partners and agencies

Before

Create a Facebook Group around a defined outcome or goal, like spreading the word about preparedness or recruiting volunteers, and invite people to join it.

During

Use Groups to quickly relay information to specific groups of people and connect members to each other. You can also share documents and files for collaboration.

After

Create and maintain Facebook Groups focused on particular concerns and needs that may spring up in the aftermath of a disaster.

Examples



Oxfam Action Corps,
New York City



Protección Civil México



United Way of
Greater Portland

Learn More: facebook.com/help/groups

Core Features

Events




MAY 6 Wildfire Preparedness Day
Public · Hosted by Rist Canyon Volunteer Fire Department

★ Interested ✓ Going

Saturday, May 6 at 10 AM - 2 PM MDT
about 1 week ago

Facebook Events are a great way to bring people together — either on Facebook or in person — before, during or after a disaster. When people accept an invitation, they'll be able to participate in a conversation on the Event page, they'll get notifications when you make a change to the event and will receive a reminder notification from Facebook.

Use Events:

- To bring your community together — on Facebook or in person — for a common goal
- To raise awareness for a particular disaster
- As a way to promote online or in-person donation and volunteer opportunities

Before

Use Facebook Events to schedule and promote awareness and preparedness activities.

During

When your organization is working in a community affected by a disaster, create a Facebook Event as quickly as possible after the disaster strikes to help direct people to the closest place they can receive help or to quickly organize volunteer efforts.

After

Use Facebook Events to organize and coordinate in-person donations and collections like blood or food drives, or online initiatives. Share images and videos taken during the event with attendees.

Examples



UNICEF World Water Day Art Contest



Philippine Red Cross— Million Volunteer Run



Rist Canyon Volunteer Fire Department— Wildfire Prep Day

Learn More: facebook.com/help/events

Other Helpful Features

Follow Other Pages



Learn More: facebook.com/help/follow

Follow and Like similar Pages to help you build important connections and alliances with other organizations. This will help people connected to those Pages find yours more easily. If you have more than one hundred fans, you can also use the “Pages to Watch” feature. Every week you’ll see the number of people who Like those Pages, the amount of engagement they received, and more.

Tagging



Learn More: facebook.com/help/tagging

Tagging another Page creates a link to that Page from within your post. Tagging other credible information sources can increase the reach of your content, help add credibility to your posts, and allow your organization’s Facebook followers to discover and access new resources on Facebook. To tag a Page, type the “@” symbol, start typing its name; then pick the Page you want from the dropdown menu.

Messenger for Pages



Your Page can use Messenger, enabling you to receive direct communication from people on Facebook. Messenger is a great way for people to share information with your organization when they aren’t aware of other ways to reach you or when other communication lines are down. You can create Instant Reply messages to provide people with basic information about your organization or to thank them for contacting you. If you often receive the same questions, you can create a saved reply, which is a message template you can create, save and reuse when you respond to messages as your Page.

Use Messages:

- To give people another way to share information with your organization when phone lines are busy
- As a supplemental communication channel for people looking for help or answers
- To receive and share time-sensitive relief information directly

Learn More: developers.facebook.com/docs/messenger-platform

Key Takeaways

Response and Relief Organizations

**1**

Post regularly to keep people engaged and informed so that your organization's Page becomes a trusted resource.

2

Share photos and videos to help make your organization's posts more interesting and engaging. Use more visual ways to share information like photos in Notes to share important information.

3

Bring your community into recovery efforts by using a Live broadcast to share information when other communication lines are down.

4

Be responsive: Answer questions and encourage community members to share the information they learn from you.

5

Join the conversation: Engage with your Page followers in the comments section of your posts.

6

Use Facebook Groups and Events to organize people locally.

7

Highlight other experts and organizations by sharing their posts and links, and by tagging groups you work with in your posts.

8

Use Hashtags to lead or join broader conversations happening on Facebook.

9

Create Instant Reply messages to provide efficient responses to common questions when your team is overstretched.

Section

2



Tips for First Responders and Government Agencies

Knowing how to best use Facebook can allow first responders and government agencies to engage the public as part of their team, and to quickly connect the community to help people stay safe and informed, fostering community resilience in the wake of a disaster.

Core Features

Pages



The different features of Facebook Pages — like Call-to-Action buttons, photos and videos, Live, and Notes — allow your agency to tell robust stories and have engaging and enduring interactions with the people you serve.

Tips for creating an engaging Page:

- Choose a Cover Photo that shows how your agency works to serve and protect your community
- Choose a Profile picture that easily identifies your agency to those who know you and those who don't
- Use the About section to outline your agency's mission, vision and values
- Post frequently with relevant and timely information, and respond to questions in comments
- Like and Follow related and similar Facebook Pages, including community organizations, community leaders and other agencies, and share relevant posts, photos, videos and links with your followers
- Create “evergreen” content, such as disaster preparedness tips or useful contact numbers that can be easily and reliably accessed

Examples



Australian Capital Territory State Emergency Service



Federal Emergency Management Agency

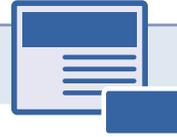


Louisiana Governor's Office of Homeland Security and Emergency Preparedness

Learn More: facebook.com/help/pages

Core Features

Page Posts



Louisiana Governor's Office of Homeland Security and Emergency Preparedness
January 7 · 🌐

NWS: Dangerous wind chills of 7 to 16 degrees this morning. Bundle up in layers if you must venture out. Wind chills in the 20s this afternoon.

20 Likes 26 Shares

Page Posts are the primary way for your agency to communicate with people who follow your Facebook Page.

Use Posts:

- To increase community engagement
- To promote and support emergency preparedness and awareness activities
- To update people on the status of a particular event, including the actions of first responders on the ground
- To inform people of how to access relief and aid

Before

Create a Page posting strategy designed to help keep people engaged and informed. For example, post timely preparedness tips related to potential disaster events (such as impending severe weather).

During

Timing is crucial; post regularly with photos and videos, and, when appropriate, target posts to people in specific locations. Stay connected with your followers by going Live to share timely information, and by frequently responding to questions and feedback in the comments on your posts. You can also pin a post to the top of your Page to highlight emergency information.

After

Post clear information about where community members can find official information, receive aid, or help in the community's recovery efforts. Invite people to share any information they have about citizen-led relief and recovery efforts.

Examples

Japan - The Government of Japan
September 1 · 🌐

Today is Disaster Prevention Day in Japan. Read about some of the many ways Japan is using its experience coping with earthquakes and tsunamis to help people around the world prepare for natural disasters:
http://www.jica.go.jp/english/news/field/2014/150313_02.html
#Japan #JapanGov #DisasterPreparedness

JICA Japan

Defesa Civil da Cidade de São Paulo added 2 new photos.
November 11, 2015 · 🌐

Plano Preventivo Defesa Civil - Chuvas de Verão
Siga as dicas para se proteger!
See Translation

Defesa Civil de
Sao Paulo, Brazil

Louisiana Governor's Office of Homeland Security and Emergency Preparedness
January 7 · 🌐

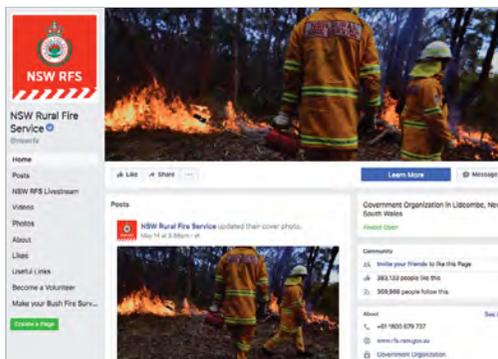
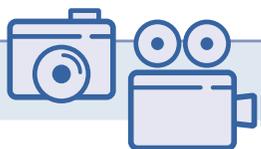
NWS: Dangerous wind chills of 7 to 16 degrees this morning. Bundle up in layers if you must venture out. Wind chills in the 20s this afternoon.

Louisiana Governor's
Office of Homeland
Security and Emergency
Preparedness

Learn More: facebook.com/help/sharing

Core Features

Photos and Videos



Photos and videos can help “put a face” on your agency, make your updates more interesting and accessible and are great for sharing authentic and engaging content.

Use Photos and Videos:

- To increase the community’s understanding of first responders and their roles and duties
- To help communicate the severity of emergency situations
- To demonstrate ways people can prepare for, respond to and/or recover from a disaster

Before

Photos help “put a face” on your agency, which can reinforce and increase your connection with the public. Routinely posting them can help you build and engage your audience, making you a more trusted resource.

During

As a disaster develops, post photos and videos to help tell the story about what’s happening and where. Share Facebook photos and videos from other sources like news outlets, other response agencies and organizations, and citizens — to help tell a more robust story of unfolding events.

After

Use photos to let the public know what first responders are doing to help communities recover and rebuild after a disaster.

Examples



New South Wales Rural Fire Service Fire Updates, Australia



California Office of Emergency Services

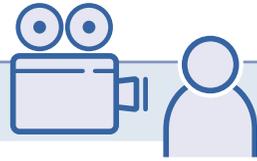


Civil Defence Taupo, New Zealand

Learn More: facebook.com/help/photos/uploading

Core Features

Live



In the crucial moments before and during a disaster when accurate and effective communication is needed, broadcast to your followers in real time using Live. Live allows you to interact with people using live streaming video from your Page. Direct people to useful information by letting your audience know when you'll be going Live with a written post beforehand. Access this feature from the Facebook Pages Manager app.

Use Live:

- To introduce new staff or initiatives
- To share official emergency guidance directly with your followers
- To broadcast your next press conference or announcement to reach a larger audience

Before

Share tips for disaster preparedness, using visuals in your Live broadcast to demonstrate suggested supplies, maps or actions to take to stay safe.

During

Go Live to document disaster conditions, share important information and amplify recommendations from emergency professionals.

After

Interview volunteers involved with relief efforts, document rebuilding efforts and raise funds in real time from your viewers.

Examples



Washington
National Guard



Convoy of Hope
Peru Relief

Learn More: live.fb.com/about

Core Features

Groups



Use Facebook Groups to coordinate and organize different groups of people. You can use Groups to share updates with select audiences or to collaborate on projects. Groups can be open, closed or secret, depending on how private you want a particular Group to be.

Use Groups:

- To create a dedicated communication channel for family members of first responders
- For internal coordination among shifts and crews
- To organize volunteers and tasks, such as a team to manage and monitor your agency's different social media channels
- To communicate directly with strategic partners and agencies

Before

Create a Facebook Group around a defined outcome or goal, like organizing or coordinating community activities, and invite people to join it.

During

Use Groups to quickly relay information to relevant people responsible for specific tasks or activities. You can also share documents and files for collaboration.

After

Create and maintain Groups focused on particular concerns and needs that may spring up in the aftermath of a disaster event.

Example



FEMA Reservists



Seattle AmeriCorps Collaborative



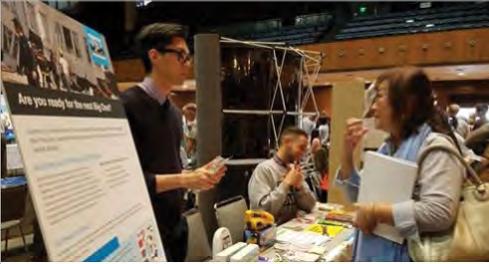
Voluntarios Defesa Civil Parana, Brazil

Learn More: facebook.com/help/groups

Core Features



Events



JUN 15 You're Invited to DBI's Earthquake Safety Fair
Public · Hosted by Department of Building Inspection

★ Interested ✓ Going Share ▾ ...

🕒 Thursday, June 15 at 12 PM - 7 PM PDT

📍 Bill Graham Civic Auditorium
99 Grove St, San Francisco, California 94102 [Show Map](#)

Facebook Events are a great way to bring people together — either on Facebook or in person — before, during or after a disaster. When people accept an invitation, they'll be able to participate in a conversation on the Event page and will receive a reminder notification from Facebook.

Use Events:

- To bring your community together — on Facebook or in person — for a common goal
- To raise awareness for a particular disaster
- To create and promote donation and volunteer opportunities
- To organize community emergency response teams, first aid and CPR training

Before

Use Facebook Events to schedule and promote awareness and preparedness activities.

During

If your agency is outside of an area affected by a disaster, it can immediately offer help by hosting Facebook Events — like a food or clothing drive — to bring relief to communities impacted by the disaster.

After

Use Facebook Events to organize and coordinate relief and recovery teams.

Examples



New South Wales
Rural Fire Service
Open Station Day



San Francisco
Earthquake Safety Fair



California Office of
Emergency Services
California Day of
Preparedness

Learn More: facebook.com/help/events

Other Helpful Features

Hashtags



Hashtags, indicated by a “#” in front of a word or phrase, categorize your posts by keywords that connect similar content. This makes your post easily found when people are searching for a particular topic. When something newsworthy happens, or if you’re posting timely and informative content, use the main hashtag that the community is using to share information about the topic and pair it with a Call to Action to activate supporters.

Use Hashtags:

- So that updates on an evolving emergency event are searchable
- To potentially expand the audience for your posts
- To lead or join a broader conversation about a particular disaster or topic

Learn More: facebook.com/help/hashtags

Notes



Notes offer a way to communicate longer content, similar in length to a news article or blog post, to the public and those who follow your agency. When something newsworthy happens, or if you’re posting timely and informative content, use the main hashtag that the community is using to share information about the topic.

Use Notes:

- To explain and highlight severe weather warnings
- To provide in-depth details about preparedness activities
- For long-form updates about recent emergency events

Learn More: facebook.com/help/notes

Other Helpful Features

Follow Other Pages



Learn More: facebook.com/help/follow

Follow and Like similar Pages to help you build important connections and alliances with other agencies and community leaders. It can also help people connected to those Pages to more easily find yours.

Tagging



Learn More: facebook.com/help/tagging

Tagging another Page creates a link to that Page from within your post. Tagging other credible information sources can increase the reach of your content, help add credibility to your posts, and allow your organization's Facebook followers to discover and access new resources on Facebook. To tag a Page, type the "@" symbol, start typing its name; then pick the Page you want from the dropdown menu.

Messenger for Pages



Pages can use Messenger, enabling your agency to send and receive direct communication to and from people on Facebook. Messenger is a great way for people to communicate with you when they don't know how else to reach your agency, or when phone lines are down but internet access is uninterrupted. You can create Instant Reply messages to provide people with basic information about your organization or to thank them for contacting you. If you often receive the same questions, you can create a saved reply, which is a message template you can create, save and reuse when you respond to messages as your Page.

Use Messages:

- To enable your community another direct communication channel to your agency
- To provide direct support to people in the community looking for help or answers
- To receive and share time-sensitive information

Learn More: developers.facebook.com/docs/messenger-platform

Key Takeaways

First Responders and Government Agencies

**1**

Create a Page — managed by agency staff and/or volunteers — to facilitate a dialogue between your agency and the public. Dialogue will help you keep the public informed and quickly address any misinformation.

2

Post regular updates so that your Page becomes a trusted resource during a disaster.

3

Share photos and videos to help you better communicate important information and to make your posts more engaging. Or go Live to interact with your followers in real time.

4

Organize a volunteer social media staff to help manage your agency's Facebook presence, especially during a disaster when people are turning to your Page for information and answers.

5

Include Hashtags in your posts to join the broader conversation happening on Facebook, and to make your content easily searchable.

6

Tag other organizations you are working with in your posts.

7

Use Facebook to learn what's going on in your community and re-share any content your agency thinks might be helpful.

8

Allow followers to message your Page for quick assistance and answers to time-sensitive questions.

9

Turn to Messenger as a meaningful and efficient communication channel when phone lines are down.



Tips for Individuals and Communities

Individuals and communities use Facebook to share important information and organize activities to help each other recover from a disaster. Discover in this section how to make the most of Facebook's core tools and features, and turn to Section 4 to learn more about how to use Facebook's Safety Check and Community Help to connect with your community during a crisis.

Share Information

Posts and Status Updates



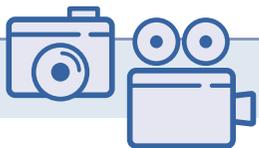
Posts and Status Updates are the primary way people share information on Facebook.

Use Posts and Status Updates:

- To share what you're seeing and feeling with family, friends and your community
- To let people know you're safe and where you are
- To communicate with organizations and first responders about what is happening around you

Learn More: facebook.com/help/sharing

Photos and Videos



Photos and Videos help you better express to people on Facebook what you're seeing and experiencing.

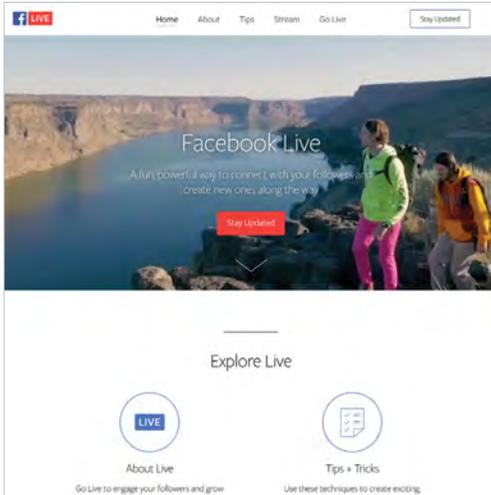
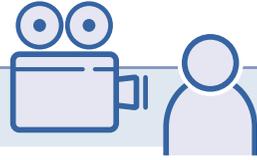
Use Photos and Videos:

- To communicate the severity of emergency situations
- To help people, including organizations and first responders, get on-scene, visual information
- To help connect people with items and pets lost during a disaster

Learn More: facebook.com/help/photos/uploading

Share Information

Live



During a disaster, share what's happening in your community in real time using Live. Live allows you to interact with a wide audience using the camera in your pocket.

Use Live:

- To show a group of volunteers responding to a disaster
- To share what's on your mind if your community has been affected by a crisis

Learn More: live.fb.com/about

Hashtags



Hashtags, indicated by a “#” in front of a word or phrase, categorize your posts by keywords that connect similar content. This makes your post easily found when people are searching for a particular topic.

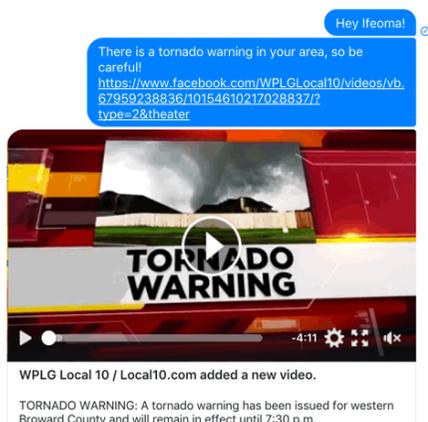
Use Hashtags:

- To bring attention to what you're experiencing
- To provide updates on a specific emergency event

Learn More: facebook.com/help/hashtags

Share Information

Messenger



Facebook Messenger allows you to reach people instantly. It can be a great alternative when phone lines are down, but internet access is uninterrupted. You can reach out to relief organizations or government agencies to provide or request information. You can also use it to coordinate with groups of people.

Use Messenger:

- To easily and quickly communicate with an individual or small groups
- To share time-sensitive information
- To send photos, maps and videos instantly

Learn More: facebook.com/help/messenger

Tagging

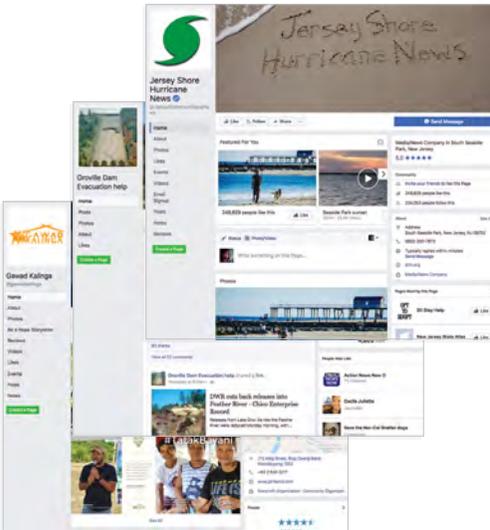


Tagging other Facebook Profiles and Pages creates a link to that Profile or Page from within your post. This allows your Facebook friends and those who follow you to discover and access new sources of information.

Learn More: facebook.com/help/tagging

Core Features

Pages



Pages are a way for people to share stories and information, communicate what's happening around them and organize communities on Facebook. You can create a Page about a specific disaster or topic, or more generally for your community. Pages can be customized by posting stories, hosting events, adding apps and more.

To create an engaging Page:

- Choose Cover and Profile photos that help tell the story of your Page
- Use the About section to explain the purpose of your Page
- Post frequently with relevant and timely information
- Like and Follow related or similar Facebook Pages, including nonprofits and NGOs, community leaders and other agencies
- Share relevant posts, photos, videos and links from other Pages with your followers

Examples



Jersey Shore
Hurricane News



Oroville Dam
Evacuation Help

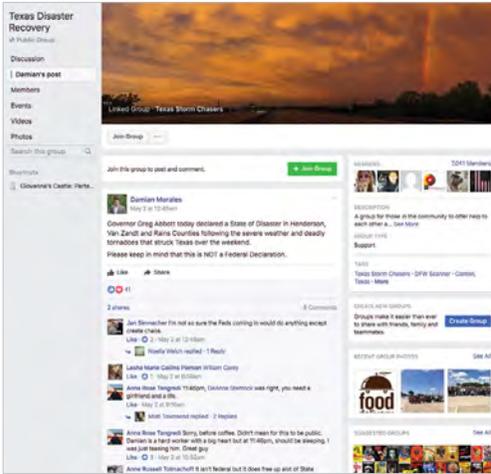


Gawad Kalinga

Learn More: facebook.com/help/pages

Organize

Groups

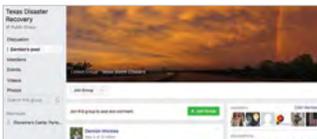


Use Facebook Groups to coordinate and organize people. Groups can be open, closed or secret, depending on how private you want the group to be.

Use Groups:

- To share information to prepare for a severe weather event
- To organize volunteers and tasks
- To bring people in your community together to recover and reconnect after a disaster

Examples



Texas Disaster Recovery



NARGA Disaster Response Team, Australia



Tokyo Earthquake Support

Learn More: facebook.com/help/groups

Organize



Events



JUN 3 #SFstrong San Franciscans in support of IV
Public · Hosted by Erica Kwiatkowski and 6 others

★ Interested ✓ Going ...

Tuesday, June 3

Redford San Francisco
673 Geary St, San Francisco, California 94102 [Show Map](#)

About Discussion

Create a Facebook Event as a way to gather people in person or online before, during or after a disaster. When people accept your invitation, they can interact with other people on the Event page, and get related Facebook reminders and notifications.

Use Events:

- To bring your community together for a common goal
- To raise awareness for a particular disaster
- To create and promote donation and volunteer opportunities

Examples



#SFstrong San Francisco
in Support of Isla Vista



Philippine Typhoon
Fundraiser

Learn More: facebook.com/help/events

Key Takeaways

Individuals and Communities

**1**

Use Facebook to share what you're seeing and feeling, and to help people gain a better understanding of what's happening around you.

2

Include photos and videos in your status updates as a way to help communicate the severity of emergency situations.

3

During a disaster, share what's happening in your community in real time using Live.

4

Use Hashtags as a way to lead or join in a broader conversation about a particular disaster or topic. You can find out what Hashtags other people are using by using Facebook Search.

5

Like and Follow Pages so that updates about emergency preparedness, specific disasters and recovery efforts related to events you care about appear in your News Feed.

6

Use Facebook Groups to organize volunteers and tasks related to disaster preparedness and recovery.

7

Use Facebook Events to create and promote donation and volunteer opportunities.

8

Go Live on Facebook to share what you're doing to help your community and what your friends and family can do to help.

9

Use Messenger within your network to quickly share information and coordinate during a crisis.

4

Section



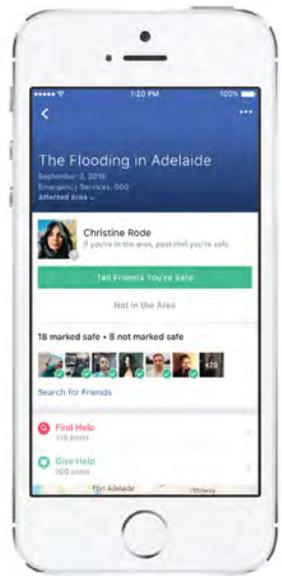
Facebook Crisis Response Products

In times of crisis, connecting and building communities is more important than ever. A growing body of research shows that the strength of communities affected by disaster is a determining factor in how quickly and effectively they recover.

Safety Check

Connect with friends and family during and after a crisis.

At Facebook we are creating the social infrastructure to help communities connect during and after a disaster. We know people turn to Facebook to check on loved ones and to get updates, and communication is critical in these moments. We built Safety Check to make it easy for people to connect with friends and families when it matters most. Communities help each other recover from a disaster, so we also designed Community Help as a feature that lets people ask for and offer help from within Safety Check.



People Activate Safety Check

If enough people in an affected area post about an incident, Safety Check is activated.



Go to Safety Check

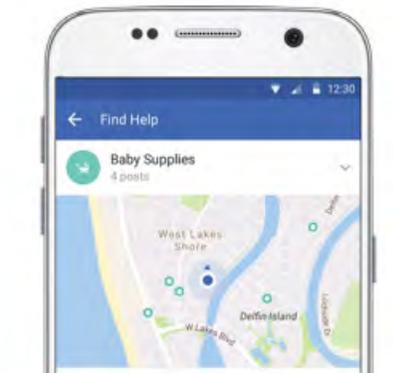
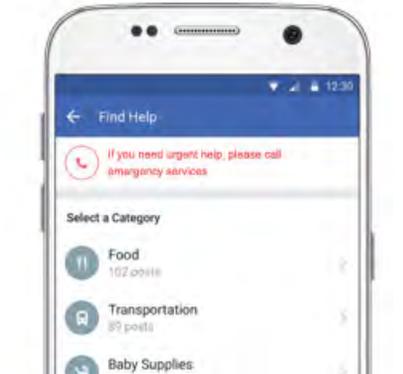
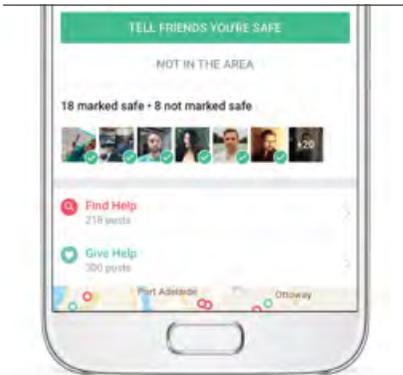
You'll get prompted to go to Safety Check to let your friends know you're safe.



Tell Friends You're Safe

You can also see which friends have marked themselves safe, invite more friends to Safety Check and find and give help.

How to Use Safety Check and Community Help



When Safety Check is activated for a major disaster, you can help spread the word. The best way to alert your community that Safety Check has been activated is to post on your Page or in your Group with a link to the Safety Check page. In your post, you can encourage people to mark themselves safe.

With Community Help, you can then ask for or offer help to your community, with items such as food and water, clothing, transportation, or shelter. Posts can be searched by category and location, and you can message others directly, making it easier for people to find the help they need from neighbors and friends.

We hope that tools like Safety Check and Community Help enable communities to connect and recover from disaster, building resilience.

Learn More: facebook.com/about/safetycheck

facebook

facebook.com/disaster

facebook