

WA-PAWS- Tab C8	Social Media - Supporting Public Alert and Warning Messages	1.17.22
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Purpose: This tab provides statewide guidance on how social media can be used to support public alert and warning messages, with the goal of maintaining consistency in social media activity across the state.

Background: When state and local jurisdictions transmit Emergency Alert System (EAS), Wireless Emergency Alerts (WEA), and other emergency messages, they often are too short in length to provide additional information about the event and what actions to take. Social media can complement such public alert and warning messages by providing that additional information.

In the wake of initial emergency message transmission, those in the targeted warning area often want and need additional information such as more about the event, what actions to take, and when to take them. Social media posts can provide this kind of information, supporting the emergency message urgency and enhance proper public response.

Social Media Guidance: As more information becomes available about the event, social media including Facebook, Twitter, Instagram, et al, can also be used to share that additional information, again supporting the original emergency message and prompting proper and a more timely public response.

Embedded links in social media posts can serve as additional reference information, and can also quickly inform the public and media with more inclusive information.

Pre-scripted social media posts for the suite of potential incidents, both natural and man-made, in each jurisdiction's area complete with embedded information website links, will help be able to post these messages in a more judicious manner. Social media posts can also complement regional or national emergency messages as well, providing local guidance on appropriate actions to take and when.

These pre-scripted social media posts can be exercised in tabletop exercises or other kinds of readiness drills. Lessons learned from such exercises can help fine-tune these social media scripts and information website links, permitting each jurisdiction to be better prepared when the real event unfolds.