

Distinct Applications of dialogue and Instructional Messages for Enhancing Community Resilience

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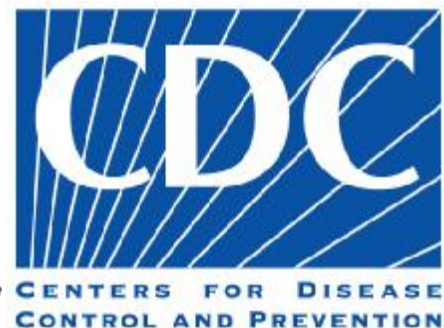
Current Research

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- S Context
- S Summarize Preliminary findings
- S Discuss Practical Applications



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Crisis Stages

PRECRISIS

CRISIS

POSTCRISIS

Best Practices in Risk and Crisis Communication

Continuously Evaluate and Update Crisis Plans

PLAN AHEAD

Plan Ahead for a Prompt Response

Establish a Crisis Communication Network

Accept Uncertainty

COMMUNICATE RESPONSIBLY

Form Partnerships with the Public

Acknowledge Public Concern

Be Open and Honest

MINIMIZE HARM

Be Accessible to the Media

Communicate Compassion

Provide Suggestions for Self-Protection

Acknowledge and Account for Cultural Differences



Dialogue vs. Instruction

Risk Dialogue

S Risk communication is an interactive process of exchange of information and opinion among individuals, groups, and institutions.

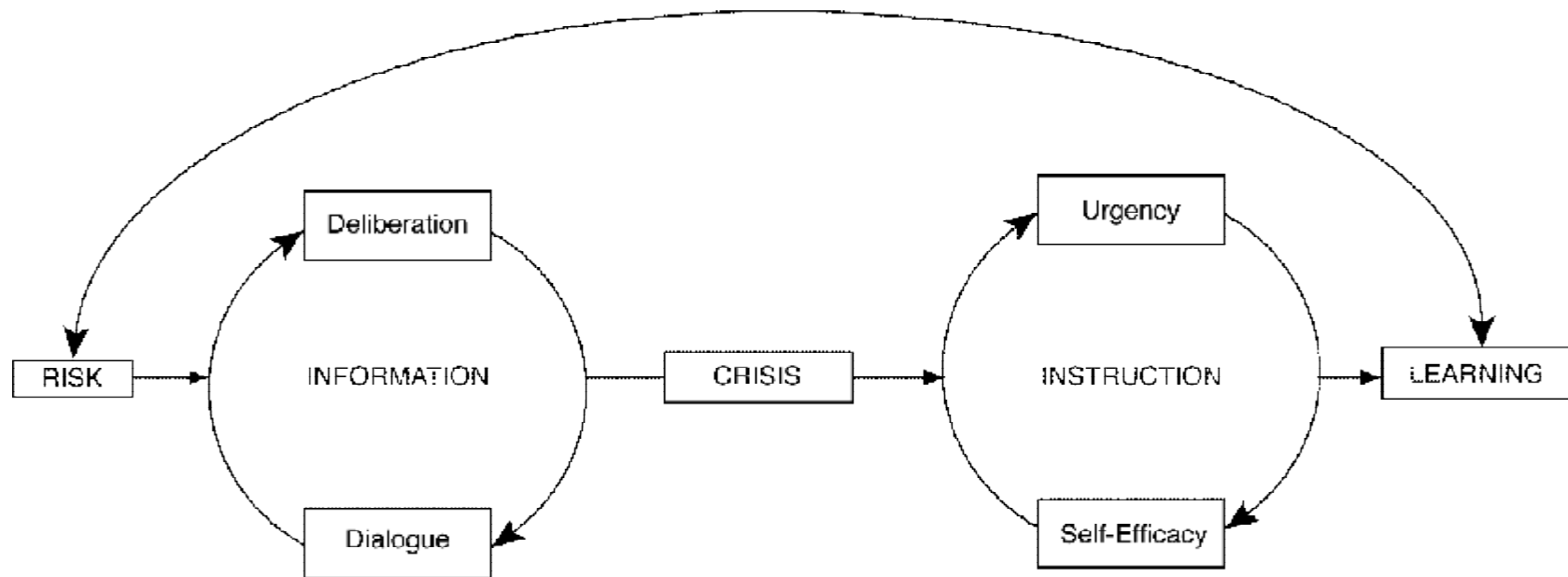
S National Research Council (1989). *Improving risk communication*. Washington, D.C.: National Academy Press.

Instruction and Crisis

S “Instructing information uses strategies that seek to tell stakeholders what to do to protect themselves from the crisis”

S Coombs, T. W. (2009). Conceptualizing crisis communication. In R. L. Heath & H. D. O’Hair (Eds.), *Handbook of Risk and crisis communication* (pp. 99-118). New York: Routledge.

Instructional Dynamic of Crisis Communication



HINI & Social Media

Palenchar, M. J., Freberg, K., & Veil, S. R. (2010, November). Social media bookmarking services: Managing and sharing information from a centralized source. Paper to be presented at the National Communication Association Conference. San Francisco, CA.

S people are getting information from a wide range of different sources. From videos that appeared on YouTube to updates on Twitter to specific individual blogs – people are sharing information with others virtually from multiple outlets.

HINI & Social Media

- S** The sources with the most shared social bookmarks were not necessarily connected with the CDC or other government agencies, but they had a strong presence online (Twitter, WebMD, PubMed, and Mashable to name a few).

Practical Application

- S** Crisis communicators should take note that people are sharing information from these sources more than from the main organization involved in the crisis (ex. CDC, WHO, NCFPD, etc.).

Crisis Communication Best Practices and Twitter

Veil, S. R., Buehner, T., & Palenchar, M. (2010, November). Increasing dialogue in disasters: Incorporating social media in risk and crisis communication. Paper to be presented at the National Communication Association Conference. San Francisco, CA.

- S** Frequent updates are the chief characteristic of microblogging services, like Twitter, and “an excellent way to send out a brief, crisp message that will satiate whoever may be waiting for an answer, even though it may not illustrate the whole picture” (Johnson, 2009, p. 24).

Crisis Communication Best Practices and Twitter

- S** Social media is also ideal to incorporate changes or corrections to the original content of a message. Firsthand reporting by people on the scene provides almost instantaneous news which then spreads rapidly among peoples' networks of contacts and friends.

Crisis Communication Best Practices and Twitter

- S** Emergency managers seeking information can contact those on the scene of a crisis or disaster, wherever that scene might be, via social media. This aggregate of information provides a fluid mosaic of the entirety of the situation without compressing it to a concise statement.

Crisis Communication Best Practices and Twitter

- S** This kind of information gathering also relieves some of the pressure on the crisis manager. Additionally, the accurate truth can be *shown* instead of just *told* through on-the-scene photos, videos, and wall postings (White et al., 2009). These modes of information when released by users help paint a broad picture of the overall situation.

Crisis Communication Best Practices and Twitter

- S Twitter is also useful for learning about public perceptions. A large aggregate of tweets (posts) can provide a **snapshot of public opinion.**

Key Questions

- S Can a brief message mitigate harm by providing instructions for self-efficacy?
- S Can a warning system generate the credibility needed to garner attention and guide the public's response?
- S What are the message characteristics that lead to *effective* instruction in crisis information?