



## **Oregon Emergency Management uses social media to aid in disaster messaging**

Oregon Emergency Management (OEM) has reorganized its public affairs approach and has begun using new media resources that are available online to get important messages out to the public.

As social media takes center stage across the world, it has become clear that this type of media has a tremendous effect on people's lives. Over 90 percent of news is now presented as blogs, although the same content is also found in more traditional media.

Newspaper, radio and television have always been the best way to pass information during and after a disaster. The support of this type of media has assisted OEM in saving lives and helping people to be prepared and will continue to do so.

Even so, to keep up with the changing times, OEM has created a blog (<http://oem-oregon.blogspot.com>) and a twitter account (<http://twitter.com/baileyjn>) for those who prefer to get their news in a different way. OEM believes that in order to reach the majority of Oregonians, they must use every means at their disposal.

OEM is the state agency responsible for coordinating and facilitating emergency planning, preparedness, mitigation, response, and recovery activities.

During an emergency such as flood, earthquake, snowstorm, etc the Oregon Public Affairs Team from OEM provides important messages to the public by working with various types of media. Between disasters, OEM's messages focus on individual preparedness and responsibility.

Currently the blog and twitter are posting preparedness information and other items of interest. During a disaster, emergency information and updates will be posted regularly. In the short time this media has been used, OEM has gotten several followers and many good responses.