Our aim is to examine evidence-based strategies to motivate appropriate action and increase informed decision-making during the response and recovery phases of disasters. We combine expertise in communication, consumer psychology and marketing, disaster and emergency management, and law.

**Social Media Analysis: Emergency Services Messaging**

In a review of Twitter communication during Tropical Cyclone Marcia, on February 18-21, 2015, we examined how community members responded to emergency risk and warning messages.

The findings of the social media analysis suggest five opportunities for emergency services organisations:

1. Add extra precision to updates and instructions (see Figure 1)
2. Filter out noise and introduce #official as a hash tag to draw attention to important messages
3. Integrate stories that personalise risk and enhance self-efficacy to reflect trends in community tweets
4. Take advantage of affect and engage in preparation messages during recovery phase
5. Ground-truth to share knowledge about events and their impact to add accuracy and avoid familiarity bias for next disaster

**End-User – Andrew Richards, NSW SES**

The way the project will be utilised by emergency services is in the form of best practice guides for communicating during the response and early recovery phases of a natural disaster via a number of channels, emergency warning templates modified to reflect experimental results on message framing and increasing individual-level compliance, and webinars addressing key issues in communication.

**Next Up:**

Experiments testing how an emergency warning can be framed to achieve the highest level of compliance by the community.