The “Tassie Fires – We Can Help” Facebook page: The power and efficacy of social media in an emergency

Melanie Irons¹, Prof. Douglas Paton², Associate Prof. Jenn Scott³, Dr Angela Martin⁴, Prof. Libby Lester⁵

¹ PhD Candidate, University of Tasmania, School of Psychology, ² University of Tasmania, School of Psychology, ³ University of Tasmania, School of Psychology, ⁴ University of Tasmania, School of Management, ⁵ University of Tasmania, School of Social Sciences
The scenario unfolds

- 52
- 42°
- Catastrophic Danger Rating
- Storm cell ➔ 35 more
- 200 resources
What I was doing – first action

Melanie Irons
January 4  ⬆️

I just rang the Sorell RSL where they have about 100 people – Michael there says they are sorted for food and blankets thanks to local businesses and the SES, but tomorrow they need to cook breakfast and lunch for everyone and would happily accept some pairs of hand on deck. If anyone else is free head down there! Will ask Damo when he gets back from work if there's anything else we can do from this side of the river.

Like · Comment · Promote · Share  ➡️ 27 ➡️ 4
Melanie Irons
January 4

Please post if you have something to offer/know of how we can help. Please share!

Tassie Fires – We Can Help

My name is Mel Irons and I started this page on the night the fires broke out in Tasmania (Friday Jan 4th 2013). We have been working hard as a community to share accurate information, look after those in need, and to provide support.

Page: 20,144 like this
There is an incident management team in place for the TFS fire fighters around the names and

Good story it would be great if people can start collect clothes and bab

Just a reminder that the Red Cross will be there.

We love hearing news like this - thanks Nick! awesome job you doing well done - my family

If you need urgent information about the TFS webpage or to get in touch with me:

Also amazing!

Tassie Fires - We Can Help

Can anyone help Jan?

Can you help, as he works for the Port A

Hay donations have around 1500 sheep left and no fuel

Are you asking the fire which

Can I PLEASE re-iterate however that don't

Ses emergency management unit Saturday morning

We all agree this money needs to be dispersed ASAP, all i can say is be

Family of 7 at the City Hall (from Comment Share

Can anyone help with this?

1) Hazell Brothers work

2) Caravans and Winnebago

3) A cycling event that was

4) That there is a regener

5) That there is a crisis

Are you asking the fire which

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A few sample posts...
Can anyone help Garry?

Friends at Connelly's Marsh are isolated and require basic foods and a generator. They are watching ferries passing by but apparently not stopping. If someone could drop off some food and somehow arrange a generator, they would be grateful. They are close to the beach at Connelly's and are keeping watch. Many thanks for responses to previous requests for information about people unaccounted for. Connelly's Marsh like many other areas is "a crime scene" and may remain off limits for some time yet.

Do NOT try to get in anywhere that you can't everyone - is anyone in that area?

Like - Comment - Share
CAND WE HELP JESS NOW???

I will be so grateful if you would post this.

My mum in her seventies is at Sommers Bay. Her water tanks are on electric pumps, hence she can't get water. She needs a generator to run the pumps. Can anyone in the area please lend a generator or take one down if you're going? Her name is Sommers Bay Road.

Everyone is safe at Sommers Bay but pretty exhausted with fire fighting. But the water situation is dire.
Go Tassie!

I have just been to the Sorell Gym to drop off items and I can truly say the Community is pulling together the car park was full with people donating food and clothing..What a truly inspirational thing to see Tassie pulling together at a time of need. Well done to Mel for starting this page and coordinating so much information.

Reminder that I just spoke to them 30 seconds ago and they are now good for donations. Stay tuned.
CAN YOU HELP?

Family of 7 at the City Hall (tourist from Brisbane) need to get up to Launceston today. If you can offer a ride please post your details here - the ABC will be watching this page and will call you!
**ARE YOU IN NUBEENA PLEASE HELP**

IF YOU'RE IN NUBEENA - a yacht laden with supplies is arriving but having trouble negotiating way to shore - requesting some "landing lights" from those on shore pls! PLEASE SHARE and get the word out - this boat is packed with food, blankets, water, clothes, toiletries, pet food etc for those in need! You can contact Jodie on boat: 0448180726
I had two phone calls from the Red Cross today about fundraising 😊

I will have an "official" post soon BUT I just wanted to say that they are absolutely stunned at how many fundraisers have been set up for the Tasmanian Bushfire Appeal. They said it had been huge; and quite out of the ordinary.

So. Well done all of you who decided that you too could host a fundraiser! Still plenty of time to get something happening... Just gotta fill out the form!

*** HAVE YOU GOT HAY TO DONATE? ***

Contacts for the hay / feed drive across northern Tasmania are as follows.

Dimity hirst co ordinator
0408506103

Scottsdale ... Andrew Burrows, 605 north Scottsdale road, Scottsdale
Cressy .... Cressy transport, (Peter davey)1330 powranna road, cressy
Spreyton .... Case (Trevor Shipton) old tas farm yard, spreyton road.
Smithton ... Allan Lord, cnr irishtown and marthicks rd, (near ta Ann)
Wynyard .... Bill King, cnr Bass Hwy and reservoir rd, (near airport)
Tassie Fires - We Can Help

January 9, 2013

Just got a call from Tasmania Police.
They wanted to say thanks to everyone.

GO TASSIE!

Stay up to date, listen to ABC Local Radio, and check the Police page, and keep up the hard work!

Like · Comment · Share
Spoke to the Department of Premier and Cabinet this morning, this are going to keep us updated too.

**PLEASE READ**

Hi Mel,

Great initiative and thanks for helping distribute our messages. Speaking points on donations attached.

Useful information, including contacts and where to access support here: http://www.dpac.tas.gov.au/news_and_features/bushfire_recovery

The twitter account: https://twitter.com/TasBushFires will promote when the information on the website is updated. It is also promoting updates provided by other service providers (e.g. Aurora) and Government announcements.

I'll keep any extra info flowing through. Keep in touch.

Donations - talking points 060113.pdf

**Department of Premier and Cabinet - TASMANIA : Bushfire recovery**

The Department of Health and Human Services is providing support for people impacted by Tasmania's bushfires, including housing and health services. See a full list of emergency contacts.

DPAC.TAS.GOV.AU
The unofficial responders: the splinter groups

- Burridge, Bill and Phil – the Dunalley Recovery Centre/evacuation hub
- Bec, Dimity and Gabbi – livestock and livestock food
- Andrew, Adrian, Adriaan, Mike, Natasha, Patrick, Jodie – boats
- Ed and Mel – The Foodbank (food delivery)
- Elaine, Peter, Camille – The Don (community refuge centre)
- Jess, Nikki and Jim – The Sorell RSL RSL (main evacuation hub/Red Cross registration site)
- Tammy – Sorell Gym (clothing)
- Nicola, Nicole, Trish, Tricia, Jane, Tegan, Rachel, Linda – scanning Facebook for me/admin/Twitter/website
- Cathy and Tering – the emergency vet clinic at Dunalley
- Blaze Aid – fencing
And how exactly were they working together?
Figure X. An example of some of the linkages happening on the page.
Interoperability

- Range of levels of comms
- Range of levels of trust
- Key personality factors of people ‘at the top’

Some case studies:

- Tasmania Police
- Tasmania Fire Service
- St Vincent de Paul’s
- The Foodbank
- Volunteering Tasmania
- State Government/BRU
Thesis aims

- **To document the TFWCH case study**
  - New area, almost no research on emergent groups or the use of Facebook

- **To provide two sets of recommendations: for ‘officials’ and ‘unofficials’**

- **Areas of interest:**
  - Social media, new spontaneous volunteers, resilience, psychological first aid, interoperability, community processes, community engagement, empowerment, trust, information curation
Data

- Facebook stats and metrics for 1 year (23 metrics)
- Questionnaires (quant + qual) \((n = 678)\)
- Facebook archives of Admin’s posts (2,443 posts)
Metrics Analysis

- 20,860 (at peak)
- 858
- Mobile v. desktop
- 20.3% v. 79.7%
- 25 – 34yo fans
- 35 – 44yo fans sharing stories
- 34,836,611 (first year)
- 2,826,273 (first year)
- 4.3 12.5
- 2,500%
- 0… resource heavy!
Qualitative Analysis 1

- NCapture function of NVivo
- 2,443 posts
- 6 overarching themes + 173 key themes + 935 subordinate themes
## Overarching Themes

<table>
<thead>
<tr>
<th>Overarching Theme</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>The emergency</td>
<td>The scenario that had developed due to a bushfire emergency</td>
</tr>
<tr>
<td>The response</td>
<td>Aspects relating to the official response and the community response</td>
</tr>
<tr>
<td>Page administration and management</td>
<td>Administrative and communication style and approach; page structure, function, and design</td>
</tr>
<tr>
<td>Page function: a platform for sharing information</td>
<td>The broadcasting of information relating to multiple topics and issues</td>
</tr>
<tr>
<td>Page function: an arena for requesting help</td>
<td>The broadcasting of requests for assistance relating to multiple topics and issues</td>
</tr>
<tr>
<td>Page function: a marketplace for offers of help</td>
<td>The broadcasting of offers of assistance relating to multiple topics and issues</td>
</tr>
</tbody>
</table>
Share information... how?

Admin sources information
- Newspapers
- Twitter
- Facebook
- Radio
- Private messages via TFWCH
- TV News
- Phone calls
- Text messages
- Comments to Posts on TFWCH
- Recent Posts by Others on TFWCH
- Websites
- Emails via Gmail

Admin handles information
- Verify through other sources
- Respond to privately
- Do not verify or filter; proceed
- Ignore
- Contact source; request more info.
- Contact source; request link to first-hand source

Admin posts information on TFWCH
- Re-word
- Copy/paste
- Summarise
- Translate
- Moderate comments where necessary

Admin leaves information to crowd
- To share online
- To share in real-world
- To respond to
- To be informed
- To act on
- To problem solve
- To ignore

- TRUST
- JUDGMENT + CRITICAL THINKING
- COMMUNICATION SKILLS
Share information... what information?

- A platform for sharing information
- Pets, livestock, wildlife, animals
- Physical health
- Psychological health
- Emergency website development
- Telecommunications
- Banks
- Road closures, police alerts
- Gardens, fencing, environment
- The fire
- The primary school
- The bushfire inquiry
- Housing, accommodation
- Power
- State of homes and property
- Affected businesses, tourism
- Convos, meetings, events
- Convoys, meetings, events
- Lens, livestock, wildlife, animals
- Emergency information
- Government information, government emergency information
- Advice from others
- Donations
- Financial assistance, entitlement, grants
- Insurance
- Requests for help
- Offers of help, fundraising
- Fundraisers, fundraising
- Thank you events, awards
- Looting
- Missing people, stranded people
- Other disasters
- Evacuation centres, hubs, recovery sites
- Media, awareness raising
- Clean up, rebuilding, recovery
- No need for volunteers
- Rental cars
- Media, awareness raising
- Convoys, meetings, events
- No need for volunteers
- Clean up, rebuilding, recovery
- Government information, government emergency information
- Advice from others
- Financial assistance, entitlement, grants
- Insurance
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- Clean up, rebuilding, recovery
- No need for volunteers
- Rental cars
- Media, awareness raising
- Convoys, meetings, events
- No need for volunteers
- Clean up, rebuilding, recovery
Arena to request what help?
A marketplace to offer what help?

Donation/loaning of items
Delivery/transport

An arena/marketplace for requesting help/offering help
Information
Assistance
What was I trying to focus on?

Admin's Priorities

- Present information in easily accessible way
- Provide accurate + high quality information
- Provide as much information as possible
- Fit in to the official response
- Maintain engagement + motivation
- Emphasise safety
- Control donations
- Manage rumours
- Maintain positive tone of page
- Provide a constant + fast source of information

What was I trying to focus on?
And how was I trying to do that?

Method to meet priorities

- Encourage monetary donation over all other types
- Strongly encourage critical thinking
- Translate + summarise complex info. to facilitate comprehension
- Provide links to multiple sources of info.
- Constantly calm, peaceful, friendly, positive tone
- Regular requests for manners and respect on the page
- Moderate + peace-keep
- Focus on gratitude, praise, support, reassurance
- Emphasise people use official sources of info. such as TFS and ABC
- Verify info. where possible/if necessary
- All sources of info 'fair game': source info. from everywhere
- Encourage patience early on
- Encourage actual action by users
- Run the page systematically + constantly
- Post very few personal posts
- Ignore/provide 'official' info only on rumours
- Network + contact people at 'the top' then pass on info.
- Create a clear, central database/website of info.
- Use minimal humour
- Provide safety information + reminders

And how was I trying to do that?
## Quant Analysis

<table>
<thead>
<tr>
<th>Questionnaire</th>
<th>Short title</th>
<th>Intended respondents</th>
<th>Sample size</th>
</tr>
</thead>
<tbody>
<tr>
<td>Q1</td>
<td>Individual Contributors</td>
<td>Individual people who had helped/contributed</td>
<td>$n = 531$</td>
</tr>
<tr>
<td>Q2</td>
<td>Business/Organisation Contributors</td>
<td>Businesses, organisations and companies who had helped/contributed</td>
<td>$n = 95$</td>
</tr>
<tr>
<td>Q3</td>
<td>Bushfire Affected Individuals</td>
<td>People who had been impacted by the bushfires themselves</td>
<td>$n = 52$</td>
</tr>
<tr>
<td></td>
<td>Total</td>
<td></td>
<td>$N = 678$</td>
</tr>
</tbody>
</table>
Quant Analysis

- Multiple items
- E.g.:
  - Origin, location at time of fires, source of referral to TFWCH, importance of different news media, org/business, volunteering behaviours and activities, impact of TFWCH on volunteering behaviours and activities, positive/negative feedback about TFWCH, assistance sought/received through TFWCH
Spontaneous volunteers...What were they even doing?! (Q1 + Q2)
## Top 10 for Individuals

<table>
<thead>
<tr>
<th>Volunteering behaviour</th>
<th>Volunteers</th>
</tr>
</thead>
<tbody>
<tr>
<td>Direct donation</td>
<td>340</td>
</tr>
<tr>
<td>Shared info online</td>
<td>338</td>
</tr>
<tr>
<td>Support/praise</td>
<td>307</td>
</tr>
<tr>
<td>Fundraiser donation</td>
<td>292</td>
</tr>
<tr>
<td>Financial donation</td>
<td>242</td>
</tr>
<tr>
<td>Transport/delivery</td>
<td>183</td>
</tr>
<tr>
<td>St Vincent de Paul’s</td>
<td>180</td>
</tr>
<tr>
<td>Contacted business</td>
<td>177</td>
</tr>
<tr>
<td>Evac/recovery site</td>
<td>119</td>
</tr>
<tr>
<td>Livestock feed</td>
<td>109</td>
</tr>
</tbody>
</table>
Top 10 for Businesses/Organisations

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<tr>
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<th>Volunteers</th>
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</thead>
<tbody>
<tr>
<td>Shared info online</td>
<td>50</td>
</tr>
<tr>
<td>Direct donation</td>
<td>47</td>
</tr>
<tr>
<td>Professional skills</td>
<td>43</td>
</tr>
<tr>
<td>Contacted businesses</td>
<td>39</td>
</tr>
<tr>
<td>Fundraiser donation</td>
<td>37</td>
</tr>
<tr>
<td>Discount services</td>
<td>36</td>
</tr>
<tr>
<td>Financial donation</td>
<td>35</td>
</tr>
<tr>
<td>Transport/delivery</td>
<td>34</td>
</tr>
<tr>
<td>Fundraiser creation</td>
<td>31</td>
</tr>
<tr>
<td>Staff time in lieu</td>
<td>31</td>
</tr>
</tbody>
</table>
Did TFWCH have an impact? (Q1 + Q2)
<table>
<thead>
<tr>
<th>Volunteering behaviour</th>
<th>Volunteers</th>
<th>Page had an impact on X%</th>
<th>Volunteers influenced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared info online</td>
<td>338</td>
<td>70.1%</td>
<td>237</td>
</tr>
<tr>
<td>Direct donation</td>
<td>340</td>
<td>47.1%</td>
<td>160</td>
</tr>
<tr>
<td>Support/praise</td>
<td>307</td>
<td>41.7%</td>
<td>128</td>
</tr>
<tr>
<td>Transport/delivery</td>
<td>183</td>
<td>53.6%</td>
<td>98</td>
</tr>
<tr>
<td>Contacted business</td>
<td>177</td>
<td>52.5%</td>
<td>93</td>
</tr>
<tr>
<td>St Vincent de Paul’s</td>
<td>180</td>
<td>48.9%</td>
<td>88</td>
</tr>
<tr>
<td>Fundraiser donation</td>
<td>292</td>
<td>28.4%</td>
<td>83</td>
</tr>
<tr>
<td>Donation to boats</td>
<td>98</td>
<td>76.5%</td>
<td>75</td>
</tr>
<tr>
<td>Financial donation</td>
<td>242</td>
<td>25.6%</td>
<td>62</td>
</tr>
<tr>
<td>Evac/recovery site</td>
<td>119</td>
<td>49.6%</td>
<td>59</td>
</tr>
</tbody>
</table>
Page impact for Org Volunteers – Top 10

<table>
<thead>
<tr>
<th>Volunteering behaviour</th>
<th>Volunteers</th>
<th>Page had an impact on X%</th>
<th>Volunteers influenced</th>
</tr>
</thead>
<tbody>
<tr>
<td>Shared info online</td>
<td>50</td>
<td>44.0%</td>
<td>22</td>
</tr>
<tr>
<td>Direct donation</td>
<td>47</td>
<td>38.3%</td>
<td>18</td>
</tr>
<tr>
<td>Discount services</td>
<td>36</td>
<td>38.9%</td>
<td>14</td>
</tr>
<tr>
<td>Transport/delivery</td>
<td>34</td>
<td>38.2%</td>
<td>13</td>
</tr>
<tr>
<td>Professional skills</td>
<td>43</td>
<td>27.9%</td>
<td>12</td>
</tr>
<tr>
<td>Contacted businesses</td>
<td>39</td>
<td>30.8%</td>
<td>12</td>
</tr>
<tr>
<td>Collection point</td>
<td>29</td>
<td>41.4%</td>
<td>12</td>
</tr>
<tr>
<td>Fundraiser donation</td>
<td>37</td>
<td>27.0%</td>
<td>10</td>
</tr>
<tr>
<td>Business donation</td>
<td>28</td>
<td>35.7%</td>
<td>10</td>
</tr>
<tr>
<td>Fundraiser creation</td>
<td>31</td>
<td>25.8%</td>
<td>8</td>
</tr>
</tbody>
</table>
What about traditional volunteering?

<table>
<thead>
<tr>
<th>Did you put your name down with Volunteering Tasmania?</th>
<th>Yes</th>
<th>No</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>57 (8.4%)</td>
<td>515 (76.0%)</td>
</tr>
<tr>
<td>Response</td>
<td>Frequency (Percentage)</td>
<td></td>
</tr>
<tr>
<td>---------------------------------------------------</td>
<td>------------------------</td>
<td></td>
</tr>
<tr>
<td>No way/probably not/page enabled me</td>
<td>39 (50.9%)</td>
<td></td>
</tr>
<tr>
<td>Hard to say. Not sure.</td>
<td>4 (7.0%)</td>
<td></td>
</tr>
<tr>
<td>Probably/definitely</td>
<td>24 (42.2%)</td>
<td></td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>57 (100.0%)</td>
<td></td>
</tr>
<tr>
<td>If you did put your name down with Volunteering Tasmania, have they contacted you yet?</td>
<td>Frequency (Percentage)</td>
<td></td>
</tr>
<tr>
<td>-----------------------------------------------</td>
<td>------------------------</td>
<td></td>
</tr>
<tr>
<td>Yes! I have already done stuff!</td>
<td>10 (17.5%)</td>
<td></td>
</tr>
<tr>
<td>Yes but I haven’t done anything yet</td>
<td>25 (43.9%)</td>
<td></td>
</tr>
<tr>
<td>No I haven’t heard from them</td>
<td>22 (38.6%)</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>57 (100.0%)</td>
<td></td>
</tr>
</tbody>
</table>
Summary...

• 8.4% of the sample said they put their name down with VT

• Only 17.5% of those people had done anything with VT, four weeks post-disaster

• That represents only 1.7% of the whole sample
Uses of social media for bushfire-affected

[Bar chart showing various uses of social media ranked by importance]

- Neutral /not important /irrelevant
- Somewhat important
- Vital/ Important

Uses include:
- Tools
- Unofficial info, online
- Sharing info real-time
- Feeling connected
- Other networking
- Blaze Aid
- Foodbank
- Rebuilding
Pets
- Mental health
- Financial help
- Hospital services
- Napping
- Assistance advice
- Veterinary
- Evac info
- Livestock info
- Returning info
- Clean up info
- Government info
- Support/encouragement
- Other FB pages
- Links
- Fuel
- Repairs
- Donating
- Volunteering
- Wildlife
- Into area
- Before
- General support
Top 11 most important benefits of TFWCH for bushfire-affected

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sourcing unofficial information</td>
<td>95.5%</td>
</tr>
<tr>
<td>Sharing information online</td>
<td>79.5%</td>
</tr>
<tr>
<td>Getting general support</td>
<td>72.1%</td>
</tr>
<tr>
<td>Getting fire-related information</td>
<td>70.5%</td>
</tr>
<tr>
<td>Sharing information in the real world</td>
<td>68.2%</td>
</tr>
<tr>
<td>Feeling connected</td>
<td>65.9%</td>
</tr>
<tr>
<td>Getting encouragement/support</td>
<td>60.5%</td>
</tr>
<tr>
<td>Getting official information</td>
<td>51.2%</td>
</tr>
<tr>
<td>Help from the Foodbank</td>
<td>51.2%</td>
</tr>
<tr>
<td>Evacuation hub information</td>
<td>48.8%</td>
</tr>
<tr>
<td>Info on financial assistance</td>
<td>48.8%</td>
</tr>
</tbody>
</table>
Qualitative Analysis 2

- 4 items
- 1,302 responses
- 18 overarching themes + 224 key themes + 675 subordinate themes
- (no time!)
Some key points

- Context important
- Info handled in v. different way to traditional way
- Decentralisation of the news. Issues with incongruence of messages
- User-generated/citizen journalist info critical. Use of positive influencers key
- Social media as a tool critical for broadcasting, monitoring, crowdsourcing and collaborating. Choose. Additional tool in multi-modal approach
- Need for change within emergency management: must be in social media space; preferably interactively. Key decision makers must ‘get it’
- Volunteers are quite useful! They prefer to give direct donations, share info, offer support/praise, support fundraisers... They save you time and money
- Landscape of volunteering changing: new type of volunteer?
- Importance of skilled Admin and skilled Audience
- The role of a page like this in delivering psychological first aid
- Benefit of surge support: VOSTs
Model

Big Emergency* → Big gaps* → Big needs*

Functionality
A platform to share information
An arena for requesting help
A marketplace to offer help

Efficacy**
Real-world outcomes

* Size matters
* Perceived OR real

Popular Social Media Platform

Admin Proficiency, Participation, Trust + Networking

Empowerment + Action

Connected, compassionate community

Audience Proficiency, Participation, Trust + Networking

** Efficacy is motivating: encourages more action from Admin and Audience
Community driven response and recovery

What does that mean? Seeing a problem, coming up with a fast and safe solution... and going for it!
EVENTS AND FUNDRAISERS

Yes! Get on board!!

Check our Facebook album for posters of events and fundraisers.

Got an event I don't know about? Please email me with the poster attached - it's gotta be a JPEG file.

Don't know how to make a JPEG? Go here...

TASMANIA FIRE SERVICE

Tasmania Fire Service 24,777

For more information please visit www.fire.tas.gov.au and select Publications

Heating Fire Safety

10 hours ago

TASMANIA POLICE

Tasmania Police 46,272

Tasmania Police Targa Tasmania 2014

Targa Tasmania begins with a prologue at Kayene and George Town, tomorrow, Tuesday 6 May 2014, followed by different stages of the event being held around the state until Sunday, when it finishes in Hobart on Sunday 11 May 2014.

"Targa is always popular with spectators of all ages and we encourage them to enjoy the event, but to also be mindful of the dangers that can be associated with any motorsport event," said Inspector Shane LeFevre....

10 hours ago

DODGES FERRY FIRE BRIGADE

Dodos Ferry Fire Brigade 4,899

ABC Radio Hobart Northern Tasmania Historian Nicholas Clements argues Tasmanians need a greater understanding of the

Facebook social plugin

Other ways to donate money

A BIT OF RESEARCH ON THE SIDE

Bushfire preparedness, crisis communication, disaster resilience, spontaneous volunteerism, emergency management, social media, empowerment, trust, leadership, active participation, community competence... Do you work or do research in these areas? I'd like to hear from you.

SES TASMANIA

SES Tasmania 6,243


Facebook social plugin
Melanie Irons

- [www.tassiefireswecanhelp.com](http://www.tassiefireswecanhelp.com)

- Facebook:
  “Tassie Fires – We Can Help”

- melanie.irons@utas.edu.au

- ABC Australian Story:
  - “Irons in the Fire”