Implementing STREMII: A practical guide for crisis communication on social media during hurricanes and natural disasters

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AGENDA

• Introductions
• Presentation Outcomes
• Refresher on STREMII Models
• Practical Recommendations
  • Social Listening
  • Engagement
• Examples
• Next Steps
• Questions?
Presentation Outcomes

• Identify the elements of STREMII

• Recognize the practical applications of social listening and responsive engagement in crises – specifically, in the context of hurricane disasters.

• Discuss next steps and potential pathways for STREMII application and discovery.
Original STREMII Model (2015)

- Six Elements

1. Surveillance & Social Listening
2. Identify Target Audiences
3. Respond to the Crisis & Engage in the Conversation
4. Monitor the Landscape & Evaluate Outcomes
5. Interact with Consumers & Publics
6. Implement Necessary Changes
Revised STREMII Model (2017)

- Six Elements
- Two Ongoing Elements

1. Surveillance & Social Listening
2. Identify Target Audiences
3. Respond to the Crisis & Engage in the Conversation
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Social Listening

Responsive Engagement
Getting Started with Social Listening

- Use platform-specific features to engage in listening:
  - *Twitter* – Advanced Search
  - *Facebook* – FB Insights
  - *Hootsuite* – Vidpiq for Instagram
- Develop a critical & comprehensive list of Keywords & Hashtags
- Examine your existing tools and evaluate emerging tools
- Develop routine listening habits & refine them routinely
- Demonstrate listening through engagement (Be useful; Add value)
- Encourage listening across the organization
- Create jargon-free search terms & refine your search queries routinely to eliminate irrelevant results
Considerations for Responsive Engagement on Social Media during Crisis

The International Federation of Red Cross and Red Crescent Societies (2017) released a guide for using social media during humanitarian crisis events. The following recommendations are made for effective online response:

- Produce timely, actionable and useful content that meets your audience’s needs (Reinforce = Be useful; Provide value)
- Respond in a prompt and timely manner
- Make the feedback loop visible (Be transparent)
- Manage expectations
- Identify new influencers
- Manage rumors & misinformation
- If you can’t help, determine who can and pass information forward
STREMIII Recommendations

- Avoid “rapid replace”:
  - Use Social Listening and evaluation/measurement to determine what is/not working with response & engagement

- Prepare with the process:
  - Anticipate crises as best as possible
  - Recognize (potentially) changing (placement) of target audiences
  - Prepare crisis messages readily and be ready to adjust according to the crisis

- Integrate organically:
  - Rely on your relationships in crisis (Relationship-building, authenticity, influencers)
  - Assess the crisis threats to your brand/organization to determine what is best
  - Adapt STREMIII to the needs of your industry, organization, location, etc. AND the specific crisis event
Examples & Next Steps

- Examples

- Pragmatic implementation:
  - Model requires further testing/evaluation
  - “Hurricanes only” crisis communication model
  - Other practical applications

- Extended research on the power of Social Listening
Questions?

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• THANK YOU! 😊
References


