

#CascadiaEQ 2016

NTHMP - Mitigation & Education Subcommittee

February 2, 2016



FEMA

#CascadiaEQ 2016

Who: FEMA Region X State and Federal partners; EMBC; CREW; SCEC; PNSN

What: Social media campaign commemorating the 316th anniversary of the 9.0M earthquake and tsunami on the CSZ

When: January 25 – 29, 2016

“Where:” Twitter and Facebook

Why: Increase awareness of earthquake risk in the PNW and encourage preparedness under the umbrella of the CSZ earthquake anniversary.

Opportunities: “The Really Big One,” The New Yorker; Cascadia Rising Exercise

Campaign Structure

Letter of invitation to campaign kick-off - Post using #CascadiaEQ on Monday at 12:00pm PST

Media advisory

Shareables - History, individual preparedness, science, tsunami, business preparedness

TweetChat on official anniversary (January 26)

Content developed via Basecamp



FEMA

TweetChat

#CascadiaEQ
- TweetChat -

Expert Q & A, led by @ShakeOut

CASCADIA Tuesday
1/26/16
10:00 AM (PST)

The poster features a grid of logos for participating organizations: Cascadia Region Earthquake Workgroup (CREW), FEMA, USGS, America's PrepareAthon!, PNSN, ShakeOut, SC/EC, BC Emergency Info, BC PreparedBC, The Tsunami Zone, and three circular logos for Emergency Management (EM), OBM, and another organization.

Conducted via @ShakeOut (1 hr)

Pre-scripted questions for key messages

Questions from the public

Conference call for behind-the-scenes coordination

TweetChat

ShakeOut Retweeted



USGS Live @USGSLive · Jan 26

A3: We are not overdue. The avg interval is ~500-600 yrs w/ range 200-800 yrs, and it has been 316 yrs. #CascadiaEQ

ShakeOut @ShakeOut

Q3: What is the forecast currently? Are we overdue? Are there any other faults we should be worried about? #CascadiaEQ

17



11

ShakeOut Retweeted



Oregon Geology @OregonGeology · Jan 26

Great new animation by @NWS_PTWC of the 1700 #CascadiaQuake models the tsunami: youtube.com/watch?v=4W2iUI...

ShakeOut @ShakeOut

Q2: When was the last time there was a major earthquake & tsunami in the Cascadia Subduction Zone, and what was it like? #CascadiaEQ

10



8

TweetChat

 **Name** @username · Jan 26
@FEMARegion10 my house was built in the 1920 I am sure it no where near earth quake proof what do you recomened

 **FEMA R**
@userr

 **ShakeOut** @ShakeOut · Jan 26
Even just a 1 minute discussion could save a life. Share earthquakecountry.org/sevensteps too! #CascadiaEQ

Name @username
@PrepareAthon @ShakeOut will try that during my staff in15 mins!

11  6

 **ShakeOut** @ShakeOut · Jan 26
Always a good time to talk about preparedness @username - glad you found it inspiring! #CascadiaEQ

Name @username
@username @ShakeOut agree. Im close with my neighbors but never discussed it. Maybe this is the time to bring it up

 2

RETWEETS 2 LIKES 4

ber of sources but I'd trust
se occurred?

ccurred at least 7 times
rval of ~500-600 yrs.

Analytics – TweetChat

@FEMARegion10: **89 new followers**; 20,094 total impressions
(e.g. timeline views, RT, likes, clicks, etc.)

@PNSN1: 33 new followers; **43,269 total impressions**

@PreparedBC: 40 new followers; 11,336 total impressions



FEMA

Analytics

506

posts

269

users

1,311,888

reach

2,344,802

impressions

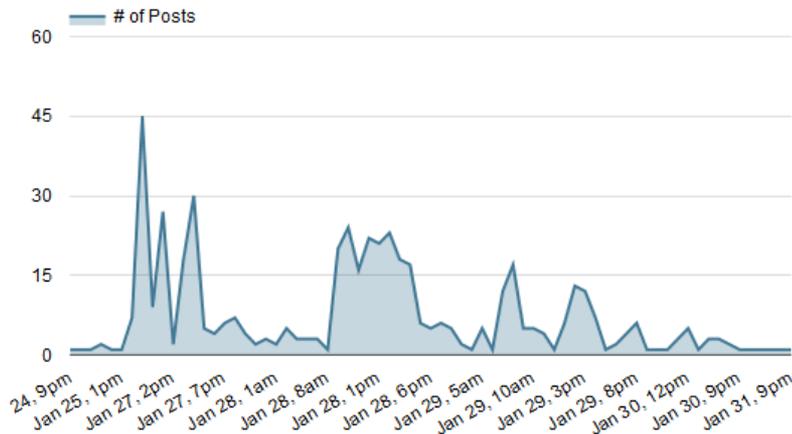
Date Range



Jan 25 - Feb 1



Timeline



Top Posts

RTs/Likes

Klout

Recent

Tip: Click on a post's date to be taken to original post



USGS @USGS

Jan 25

87

Tomorrow is the 316th anniversary of the M9 Cascadia Megathrust EQ of 1700, the largest known to have occurred in the lower 48. #CascadiaEQ



NWS @NWS

Jan 25

46

#CascadiaEQ & #tsunami TweetChat Tues 1/26 10am PST led by @ShakeOut. Ask experts about risks and how to prepare. <https://t.co/8pwTRBfHoQ>



Readygov @Readygov

Jan 26

45

A4: Get the entire family involved in earthquake preparedness: <https://t.co/C8DHQ7DUqC> #CascadiaEQ <https://t.co/NzvVb84wKt>



OceanNetworksCanada @Ocean_Networks

Jan 26

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316 years ago, the last major #PNW #earthquake caused a devastating tsunami. <https://t.co/wHpDKbnZj1> #CascadiaEQ <https://t.co/3i6AKOxdQz>

Biggest spikes for #CascadiaEQ were correlated with campaign kick-off and TweetChat

Analytics

Spontaneous and influential participants in the campaign:



Washington Governor Jay Inslee (23.6k followers – one Twitter post)



The Oregonian (135k followers – one Twitter post)



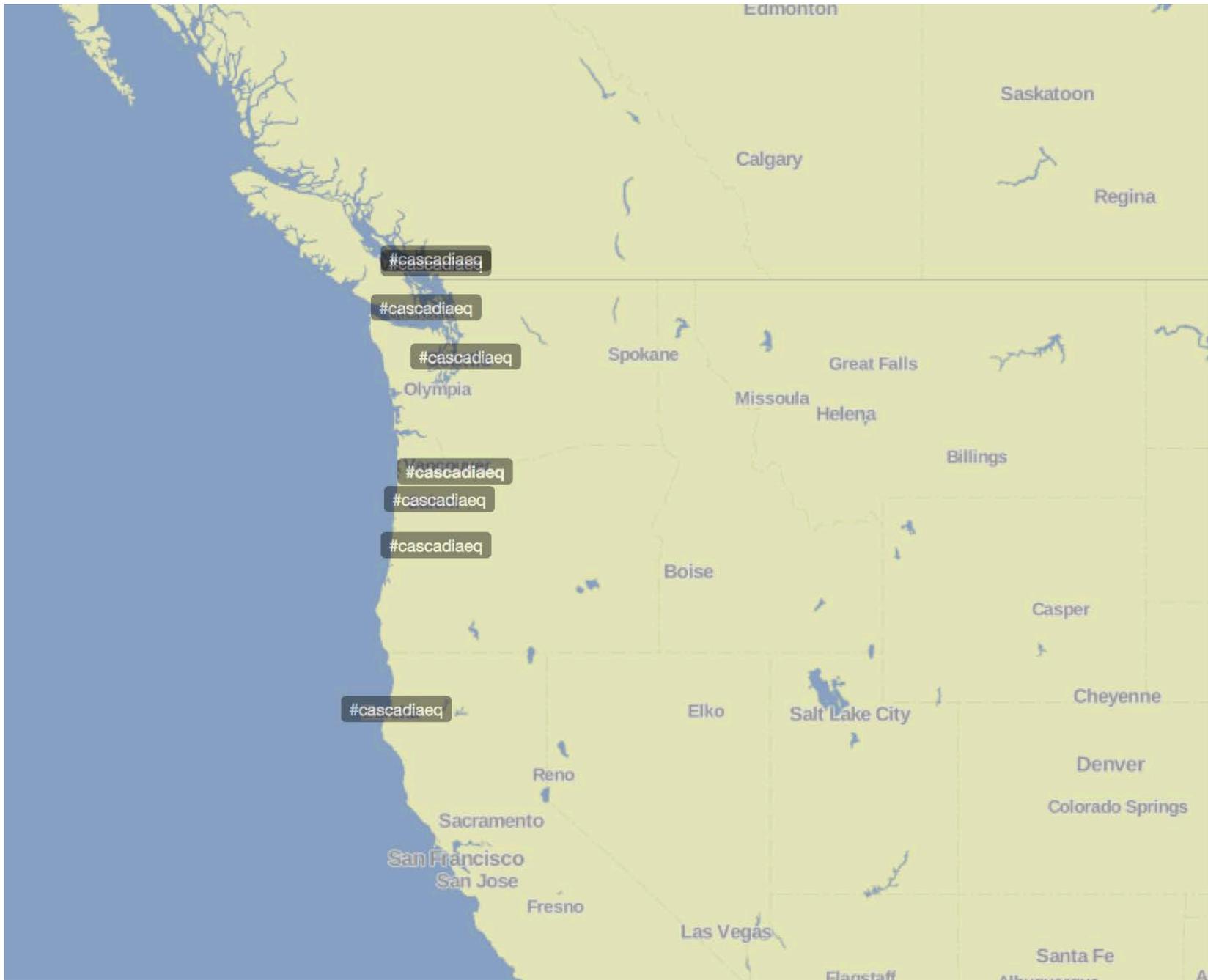
Portland Mayor Charlie Hales (21.9k followers – four Twitter posts)



Fox 12 Oregon KPTV (105k followers – two Twitter posts)

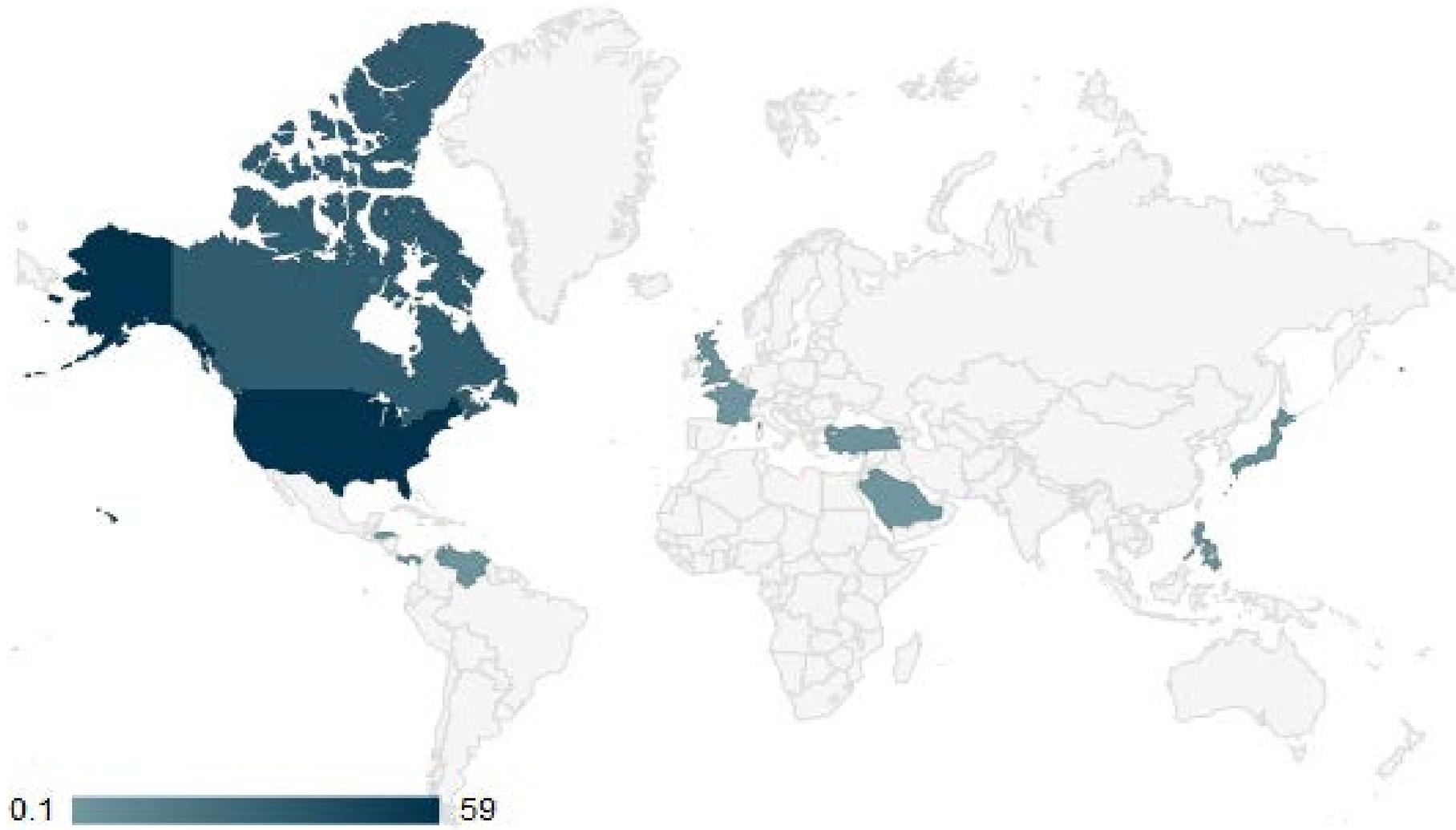


Puget Sound Energy (27.2k followers – five Twitter posts/joined TweetChat)



Location

World USA



Preliminary Lessons Learned

Begin planning earlier

Overwhelming amount of interest and support

True partnership - each organization contributed

Cast wider net for partner invitations

Only two coordination calls! Basecamp worked well and communication continues post-campaign

Extend TweetChat to answer questions from the public



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Questions



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Point of Contact

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