

# Social media reporting in the Fukushima crisis

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IN CASE OF FIRE



EXIT BUILDING  
**BEFORE** TWEETING  
ABOUT IT



1 NEW DEFINITION IS ADDED ON URBAN

1,600+ READS ON Scribd

13,000+ HOURS MUSIC STREAMING ON PANDORA

12,000+ NEW ADS POSTED ON craigslist

370,000+ MINUTES VOICE CALLS ON skype

98,000+ TWEETS

20,000+ NEW POSTS ON tumbler

13,000+ iPhone APPLICATION DOWNLOADS

QUESTIONS ASKED ON THE INTERNET...

Answers.com 100+ YAHOO! 40+

600+ NEW VIDEO

25+ HOURS TOTAL DURATION

DOM REGI

THE WORLD'S LARGEST COMMUNITY CREATED CONTENT!!

125+ PLUGIN DOWNLOADS

510,040 COMMENTS



POSTS

WALL POSTS

GO-Globe.com

Google

Google Search



5 months after Fukushima

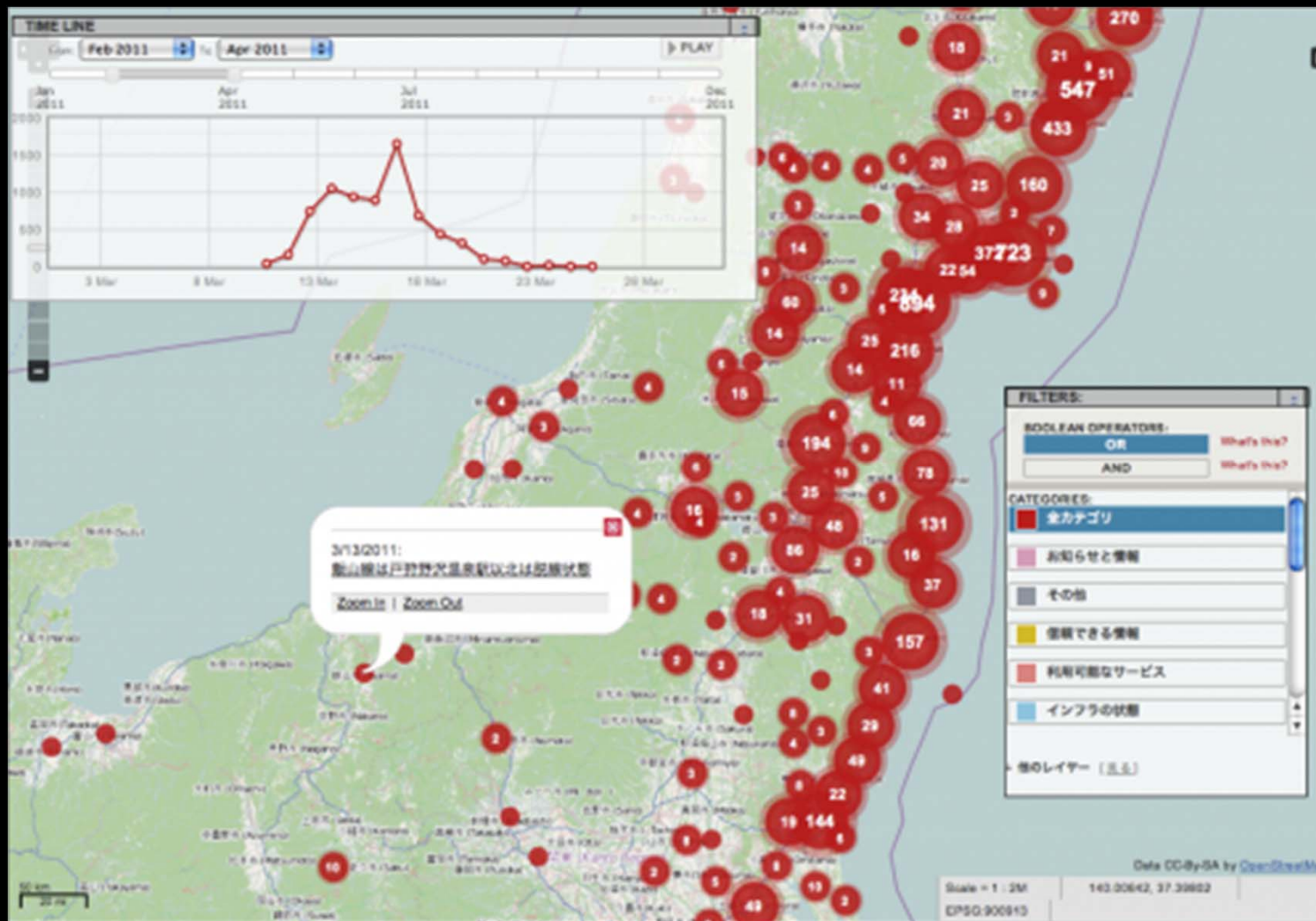
73,700,000 Google search results for the keyword “Fukushima”

22,400,000 Google search results for “Fukushima and radiation”.

201,000 Google news search results for “Fukushima”

20,100 Google news results for “Fukushima and radiation.”





Sinsai.info

# Survey

Belgium

France

Slovenia

Romania

Poland

Austria

Government

Academia

Research

Regulators

NGO

Used only very occasionally

Consensus on good impact and future potential

# Why not used?

Lack of understanding

Management not interested

Distrust

Lack of skills and experience

Lack of capacity



# Why used?

Need to find alternative communication channels to webpages that kept crashing

Too much email requests

Alternate channel of communication to traditional media

# Opportunities

- Multiway public communication
- Emergency broadcasting
- Crowdsourcing of crisis information from citizens
- Crowdsourcing the knowledge of experts
- Collaboration among various actors
- Crowdsourcing verification of sources and data



ЧАС НОВИН

5

# РОСІЯ ЗАВДАЄ УДАР

12:01:34 Кета пробила вантажівку і дивом не вибухнула. Росія продовжує обстрілювати мирне населення Донбасу.



РОССИЯ 24

Українські карателі обстріляли своїх громадян

12:01 Севастополь

+25°



LIVE GAZA

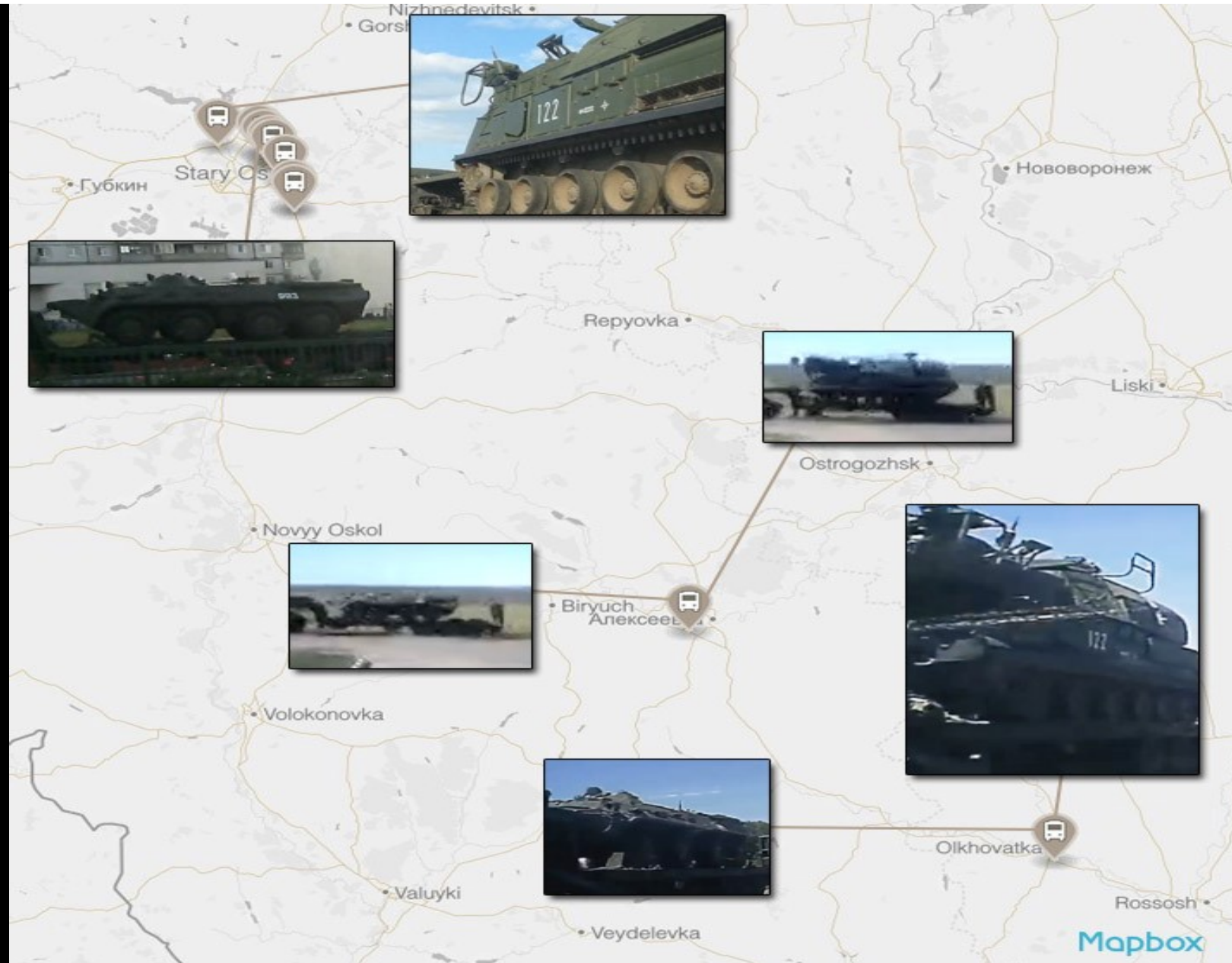


ALJAZEERA

# ISRAEL LAUNCHES AIRSTRIKES IN GAZA WAR ON GAZA

Bellingcat.com

Citizen  
investigative  
journalists



# Additional Challenges

Trust – hoaxes, rumours

Trolls, haters

Evaluations

## It is not just about “being” on Facebook

- Social media analysis (buzzmonitoring, identification of influencers)
- Community building in a preparedness phase
- Content production (with special focus the language used)
- Formats selection (images, videos, infographics)
- Communication strategic planning



[eagle.sckcen.be](http://eagle.sckcen.be)