



**Innovative integrated tools and platforms for radiological  
emergency preparedness and post-accident response in Europe**

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# **Social Media Sessions – Plenary 4/5 Summary**

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# What did we learn?

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- Social Media is here – «out there» - to stay ... in one form or another
- Offers opportunities for communication - among many other sources





# What did we learn?

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- Many actors are using social media – in a variety of ways
  - Crisis communication
  - Research
  - General communication about radiation
  - Open access to data, data sharing
  - Crowdsourcing
  - Discussion forums
  - ....
- Ethical issues (private, public, professional, ...)





# Challenges

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- Representativeness – either of the sample studied or the populations reached
- Potential for manipulation, propaganda, creating anxiety, ...  
... but there is also possibility for «regulation»
- Requires skills and training

