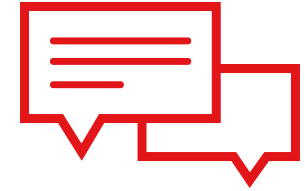


# LEARNING ACTIVITY 1



Think about a disaster that disrupted CI and that you experienced and/or know about. Do you remember how this incident affected members of the public?

1. Now go online and retrieve news media articles and user-generated content (UGC) about that incident:
  - i. Can you find examples at local, regional and national levels of how information was shared with those living in affected areas?
  - ii. Can you find statements from those involved in crisis response e.g. police, fire rescue services?
  - iii. How effective do you think these statements were in managing public expectation about the recovery times for CI services? Why and what can you learn from this?
  
2. Now go on Twitter and search for information about the incident using a specific hashtag or relevant keywords, e.g. #SaddleworthFire. Focusing on the Top Tweets:
  - i. Who are these Tweeters? E.g. police, fire rescue authorities, journalists etc?
  - ii. How many tweets appear to be authorized by citizens in affected areas?
  - iii. What type of information is commonly shared?
  - iv. Can you find any examples of two-way communication between key stakeholders e.g. police, fire rescue services and members of the public?

Focusing on CIOs, can you find any tweets between these organisations and citizens in affected areas?

- i. What information is being requested by citizens?
  - ii. How do CIOs respond?
  - iii. What lessons can you draw for your own organisation?
3. Finally, working in small groups you should discuss your responses to the above questions and discuss your understanding of effective crisis communication during such incidents.