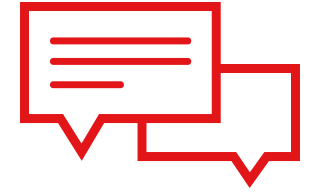


LEARNING ACTIVITY 2



Think about the same disaster discussed during Activity 1.

How did key stakeholders e.g. emergency management organisations and CIOs engage with one another on Twitter? Identify at least one example and discuss this with your fellow learners.

- i. What type of information was shared between these organisations?**
- ii. Was there much evidence of retweeting or sharing each other's posts?**

1. In your groups, you should come up with lists of the following actors that your organisation would follow on Twitter during an incident or disaster and share information with:
 - i. Emergency management organisations
 - ii. Media
 - iii. Local authorities
 - iv. Community representatives
2. In light of these tasks, please reflect on the strengths and weaknesses of your current communication strategy of your organisation. Discuss in groups how you would like this communication strategy to develop in the future.