

# **THE FACES OF PREPAREDNESS: THE **SOCIAL MEDIA** FACTOR- YOUR AGENCY'S **SOCIAL MEDIA** FACE (FOR DISASTERS)**

**Nathan Flores,**  
**Emergency**  
**Management Planner**  
**(Social Media Coordinator)**

**Eddie Treviño, Jr.,**  
**Emergency Management**  
**Director**

**Tom Hushen,**  
**Emergency Management**  
**Coordinator**

**Cameron County Judge's**  
**Office- Division of**  
**Emergency Management &**  
**Fire Marshal Service**

**[nat.flores@co.cameron.tx.us](mailto:nat.flores@co.cameron.tx.us)**

**956.547.7000**

**[www.cameron.tx.us](http://www.cameron.tx.us)**

**Twitter/Instagram: [cameron\\_county](#)**

**Facebook: [cameroncountyem](#)**

**Before I begin,**  
**join my "LIVE"**  
**texting poll**  
**now!**

**Text this**  
**message:**  
**[nathanaelflo938](#)**

**To this text**  
**number: [22333](#)**

# THE FACES OF PREPAREDNESS: THE **SOCIAL MEDIA** FACTOR- YOUR AGENCY'S **SOCIAL MEDIA** FACE (FOR DISASTERS)

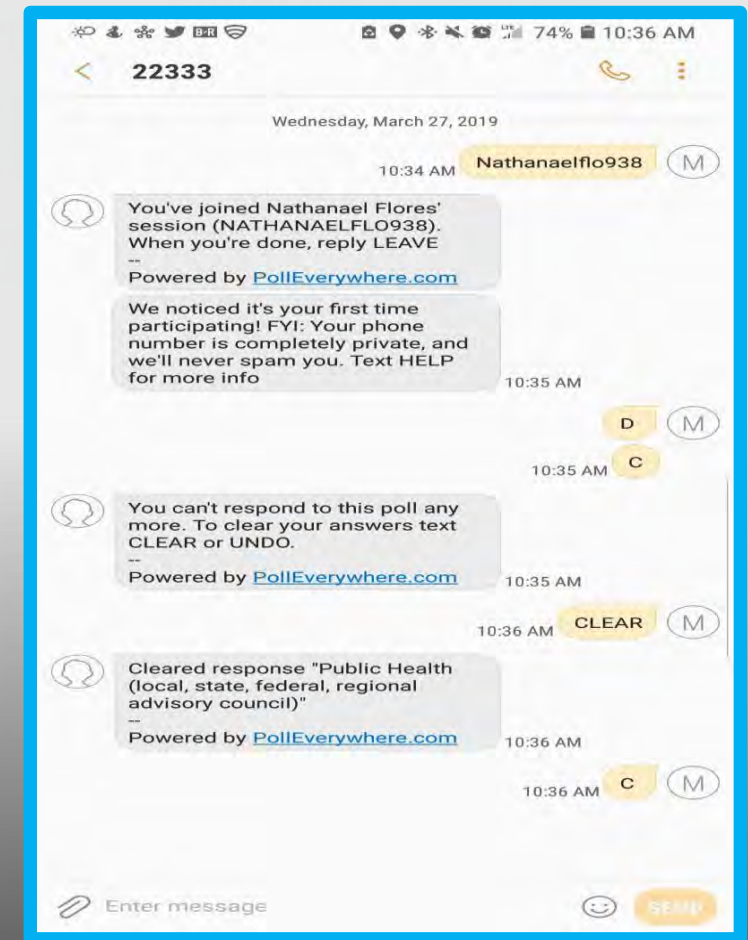
**JOIN MY POLL!**

**to (recipient):**

**22333**

**text (message):**

**nathanaelflo938**



# THE FACES OF PREPAREDNESS: THE **SOCIAL MEDIA** FACTOR- YOUR AGENCY'S **SOCIAL MEDIA** FACE (FOR DISASTERS)

- **SOCIAL MEDIA:** ITS VALUE FOR THE 4 PHASES OF EMERGENCY MANAGEMENT
- **SOCIAL MEDIA:** ITS USE DURING THE 4 PHASES OF EMERGENCY MANAGEMENT
- **SOCIAL MEDIA:** TIPS FOR SOCIAL MEDIA OUTREACH (MESSAGING)
- **SOCIAL MEDIA:** TOOLS FOR SOCIAL MEDIA OUTREACH (POSTING/MONITORING)

**JOIN MY POLL!**

**to (recipient):**

**22333**

**text (message):**

**nathanaelflo938**

# **PRESENTATION OUTCOME:**

- **INSPIRED TO INITIATE YOUR AGENCY'S FACE ON SOCIAL MEDIA**
- **ENCOURAGED TO EXPAND YOUR AGENCY'S FACE ON SOCIAL MEDIA**
- **REAFFIRMED TO REMAIN ENGAGED IN YOUR AGENCY'S FACE ON SOCIAL MEDIA**

**JOIN MY POLL!**

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**text (message):**

**nathanaelflo938**



# **SOCIAL MEDIA FACTOR: ITS VALUE IN THE **FOUR** PHASES OF EMERGENCY MANAGEMENT (DISASTERS/EMERGENCIES)**

**Twitter/Instagram: [cameron\\_county](#)**

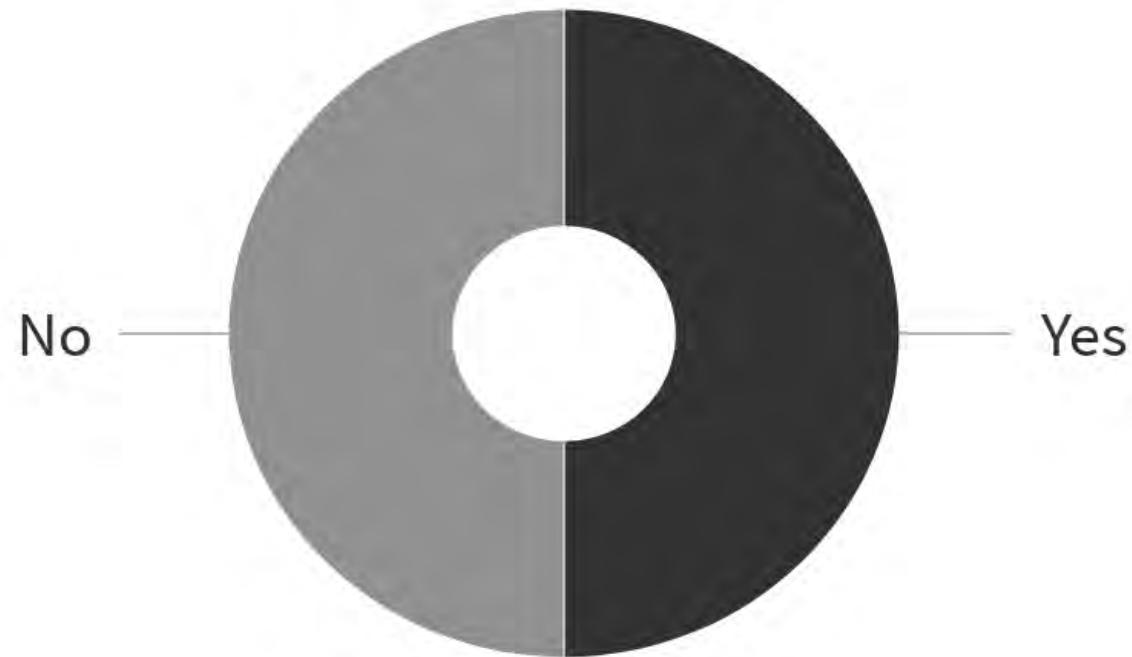
**Facebook: [camerontyem](#)**

# In what field are you currently employed in?

- First Responder-Emergency Management (local, state, federal, regional advisory council) **A**
- First Responder-Law Enforcement/Fire/EMS **B**
- Public Health (local, state, federal, regional advisory council) **C**
- Healthcare/Hospital (public or private; regional advisory council) **D**
- Gov't Administration (local, state, federal, regional council of government) **E**
- Military (state/national guard, USAF) **F**
- Other-Public or Private Industry **G**

# Does your agency/dept. have information to share with the public or clients?

Yes **A** No **B**



# **DOES YOUR AGENCY HAVE INFORMATION** **THAT IS...**

- **...OF GENERAL PUBLIC INTEREST?**
- **...INFORMATIVE?**
- **...EDUCATIONAL?**
- **...TIME-SENSITIVE?**
- **...PUBLIC SAFETY-RELATED?**
- **...PREVENTATIVE-RELATED (MITIGATION)?**
- **...PROTECTIVE-RELATED?**
- **...RESPONSIVE-RELATED?**
- **...RECOVERY-RELATED?**





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**Name a way through which a local government can share information to the general public (community).**



**JOIN MY POLL!**

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# **SOCIAL MEDIA DEFINITION:**

- **INTERNET-BASED TECHNOLOGIES (SUCH AS WEB SITES AND MOBILE APPLICATIONS FOR SOCIAL NETWORKING) THROUGH WHICH USERS SHARE:**
  - **INFORMATION,**
  - **IDEAS,**
  - **MESSAGES AND**
  - **CONTENT (PHOTOS & VIDEOS).**

# Do you play a role in your agency's social media outreach?

Yes **A**

No **B**

**Other than having a Web site, does your agency/dept. participate in social media  
(Facebook, Twitter, Instagram, YouTube, etc.)?**

No.

Yes.



**What is one of your agency's/dept's social media platforms?**

# **CAMERON COUNTY EMERGENCY MANAGEMENT**

**(AND FIRE MARSHAL SERVICE):**

**SOCIAL MEDIA**

## **PLATFORM ACTIVATION & FOCUS**

**May 2017** — Facebook: **cameroncountyem**

**May 2017** — Twitter: **cameron\_county**

**May 2018** — Instagram: **cameron\_county**

**Monitoring,  
Reposting and  
Posting**

# **THE VALUE OF **SOCIAL MEDIA** FOR EMERGENCIES/DISASTERS (“PREPAREDNESS”, “RESPONSE” AND RECOVERY” PHASES): THE PHASES WHEN PEOPLE ARE **SEEKING ANSWERS**:**

- **...9-1-1**
  - **...NEWS REPORTS**
  - **...LOCAL AUTHORITIES**
  - **...PROFESSIONALS**
  - **..OTHERS AROUND THEM**
  - **...**SOCIAL MEDIA****
- **KNOWING THIS FACT, **YOUR AGENCY** HAS THE OPPORTUNITY TO BE AN “**OFFICIAL**” FACE (AND VOICE) VIA **SOCIAL MEDIA.****



## Social Media: The Next Generation of Disaster Response

### How Survivors Harness Social Media

76%

Contact friends to make sure they are safe

37%

Use info on social media to buy supplies and find shelter

25%

Download disaster-related apps



1 in 5

Americans have used an emergency app

24%

Let loved ones know they are safe

18%

Retrieve emergency information through Facebook

1 in 5



survivors contact emergency responders via social media, websites, or email

44%

Ask their online friends to contact responders

During disasters, social networks often replace 911 as the go-to source for help



35%

Directly post a request for help on a responder's Facebook

25%

Send direct Twitter messages

80%

of Americans expect emergency response agencies to monitor and respond to social media platforms

1/3

expect help to show up within 60 minutes of a posting

60 MINUTES

# THE VALUE OF **SOCIAL MEDIA** DURING HURRICANE HARVEY

## 2017 NEWS MEDIA COVERAGE

--"How Hurricane Harvey Changed **Social Media** Disaster Relief" (*Texas Monthly*)

--"**Facebook, Twitter** Replace 911 Calls For Stranded in Houston" (*NPR*)

--"Hurricane Harvey: The U.S. First **Social Media Storm**" (*Time Magazine*)

--"**Social Media** Becomes a Savior in Hurricane Harvey Relief" (*NBC News*)

--"Hurricane Harvey Victims Turn to **Social Media** for Assistance" (*Wall Street Journal*)

--"When Disaster Hits and Landlines Fail, **Social Media** Is a Lifeline" (*New York Times*)

--"NSF Backs Research into Role of **Social Media** "Calls" for Help during Hurricane Harvey" (*University of Texas News*)







**Establishes  
an agency as  
a credible  
source**

**Minimizes  
information  
gap between  
press release  
& briefings.**

**Your  
Agency's  
Social  
Media Face  
for  
Community  
Outreach**

**Allows an  
agency to  
quickly share  
information**

**Helps an  
agency  
disseminate  
important  
information**

# **YOUR AGENCY'S **SOCIAL MEDIA** FACE IS A “WIN-WIN” SOLUTION DURING EMERGENCIES/DISASTERS**

- **RESIDENTS **WIN** BECAUSE  
THEY **GET CRITICAL  
INFORMATION** IN A  
TIMELY FASHION **FROM A  
“TRUSTED/CREDIBLE”  
SOURCE.****
- **YOUR AGENCY **WINS**  
BECAUSE, AS A  
“TRUSTED/CREDIBLE”  
SOURCE, IT **CONVEYS  
CRITICAL INFORMATION**  
IN A TIMELY FASHION.**

# **SOCIAL MEDIA FACTOR: ITS USE IN THE **FOUR** PHASES OF EMERGENCY MANAGEMENT**

**Twitter/Instagram: [cameron\\_county](#)**

**Facebook: [cameroncountyem](#)**

# **SOCIAL MEDIA FACTOR: ITS USE IN THE PREVENTION PHASE**

**Twitter/Instagram: [cameron\\_county](#)**

**Facebook: [cameroncountyem](#)**



# PREVENTION PHASE: HOME FIRE PREVENTION

## NFPA.ORG/FPW



**Cameron County EM** @c... 8 Oct 2018  
¡Es la Semana Nacional de Prevención de Incendios! En un incendio, cada segundo cuenta.

Sugerencia No.1= MIRE alrededor de su casa en busca de peligros de incendio. Siga los pasos necesarios para solucionarlos.

#SemanaDePrevenciónDeIncendios  
#FirePreventionWeek @usfire  
@TXSFMO



**Cameron County EM** @c... 8 Oct 2018  
It's Fire Prevention Week! In a fire, every second counts.

Tip No. 1 Look= Look around your home for fire hazards. Take the necessary steps to fix them. See image for details.

Feel free to "like", "retweet" & "share" these tips with others.  
#FirePreventionWeek @usfire  
@TXSFMO



**Cameron County EM** @c... 9 Oct 2018  
¡Es la Semana Nacional de Prevención de Incendios!

Sugerencia No.2= ESCUCHE el sonido de la alarma de detección de humo. Cuando suene la alarma, salga y permanezca afuera.

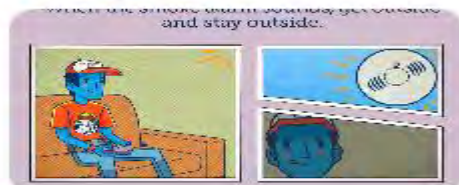
Comparta estos consejos con otros.  
#SemanaDePrevenciónDeIncendios  
#FirePreventionWeek @usfire  
@TXSFMO



**Cameron County EM** @c... 9 Oct 2018  
It's National Fire Prevention Week! In a fire, every second counts.

Tip No. 2 LISTEN= LISTEN for the sound of the smoke alarm. When the smoke alarm sounds, get outside and stay outside.

Feel free to "like", "retweet" & "share" these tips. #FirePreventionWeek @usfire @TXSFMO



**Cameron County EM**  
@cameron\_county

It's National Fire Prevention Week!

Tip No. 3 LEARN= LEARN two ways out of every room. Have an outside meeting place a safe distance in front of your home where everyone can meet.

Feel free to "like", "retweet" & "share" these tips.

#FirePreventionWeek @usfire  
@TXSFMO

**LEARN** two ways out of every room. Have an outside meeting place a safe distance in front of your home where everyone can meet.



3:00pm · 9 Oct 2018 · Buffer



**Cameron County EM**  
@cameron\_county

¡Es la Semana Nacional de Prevención de Incendios!

Sugerencia No.3= APRENDA dos maneras de salir de cada habitación. Tenga un lugar de reunión afuera a una distancia segura en frente de su casa.

#SemanaDePrevenciónDeIncendios  
#FirePreventionWeek @usfire  
@TXSFMO

**APRENDA** dos maneras de salir de cada habitación. Tenga un lugar de reunión afuera a una distancia segura en frente de su casa donde todos puedan reunirse.



3:05pm · 9 Oct 2018 · Buffer



# PREVENTION PHASE: WINTER HOME FIRE SAFETY



Cameron County EM  
@cameron\_county

When it comes to "Winter Home Fires", did you know that 1/2 of all home heating fires occur in the months of December, January, and February? Please review and share these tips.

#safetytip #wintersafety #heatingsafety  
#winterheatingsafety #heatingfiresafety #winterfiresafety

**BE WARM AND SAFE THIS WINTER!**

- Keep anything that can burn at least three-feet (one metre) away from heating equipment, like the furnace, fireplace, wood stove, or portable space heater.
- Have a three-foot (one metre) "kid-free zone" around open fires and space heaters.
- Never use your oven to heat your home.
- Have a qualified professional install stationary space heating equipment, water heaters or central heating equipment according to the local codes and manufacturer's instructions.
- Have heating equipment and chimneys cleaned and inspected every year by a qualified professional.
- Remember to turn portable heaters off when leaving the room or going to bed.
- Always use the right kind of fuel, specified by the manufacturer, for fuel burning space heaters.
- Make sure the fireplace has a sturdy screen to stop sparks from flying into the room. Ashes should be cool before putting them in a metal container. Keep the container a safe distance away from your home.
- Test smoke alarms at least once a month.

**Heating Equipment Smarts**

Install wood burning stoves following manufacturer's instructions or have a professional do the installation. All fuel-burning equipment should be inspected by the local fire department to avoid carbon monoxide (CO) poisoning.

Install and maintain CO alarms to avoid the risk of CO poisoning. If you smell gas in your gas heating, do not touch the gas appliance. Leave the home immediately and call your local fire department or gas company.

**FACT**

Half of home heating fires are reported during the months of December, January, and February.

NATIONAL FIRE PROTECTION ASSOCIATION  
www.nfpa.org/education ©NFPA 2018

4:30 PM - Dec 17, 2018 - Buffer



Cameron County EM  
@cameron\_county

Es tiempo para algunos más consejos de "Seguridad de Incendios Invernales Domésticos":

El equipo de calefacción, la segunda causa principal de incendios domésticos, causó 56,000 incendios estimados entre 2009 y 2013.

Por favor, compartan.

#seguridaddeincendios #wintersafety

[Translate Tweet](#)

**Consejos Para la Prevención de Incendios de Calefacción Doméstica**

Los equipos de calefacción causaron un estimado de **56,000 incendios domésticos** y causaron **470 muertes** entre 2009 y 2013\*. Aprenda a mantenerse a salvo.

- Mantén cualquier cosa que puede quemarse al menos **3 PIES** de las fuentes de calor.
- Deja un calentador portátil apagado al salir de una habitación o al dormir.
- No enchufes un calentador portátil en un
- Usa una exhibe de control para calentador de casa o secar ropa.
- Coloca los calentadores en superficies planas y ventiladas.
- Ten un
- instala y mantén alarmas de detección de
- Nevera uses un calentador portátil o cualquier otro dispositivo con un

ESF Inc.

\*según National Fire Protection Association

Twitter Instagram Facebook

2:05 PM - Dec 18, 2018 - Buffer



# PREVENTION PHASE: CYBERSECURITY AWARENESS

## STAYSAFEONLINE.ORG AND STOPTHINKCONNECT.ORG



**Cameron County EM** @... 17 Oct 2018  
 Octubre es el Mes Nacional de Concientización sobre Ciberseguridad. Su propósito es promover la importancia de permanecer seguro en línea.

Aprenda más: [buff.ly/2CQGbHq](http://buff.ly/2CQGbHq)

#MesdelaConcientizacionSobrelaCiberseguridad #CyberSecurityAwareness @StaySafeOnline @TxDPS\_Cyber



**Cameron County EM** @... 17 Oct 2018  
 October is National Cybersecurity Awareness Month. Its purpose is to promote the importance of staying safe online.

Learn more here: [buff.ly/2CnxuDq](http://buff.ly/2CnxuDq)

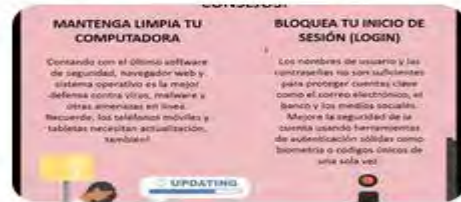
#CyberSecurityMonth  
 #CyberSecurityAwarenessMonth  
 #CyberAware @StopThinkConnect @StaySafeOnline @TxDPS\_Cyber @DHSgov



**Cameron County EM** @... 18 Oct 2018  
 Octubre es el mes nacional de concientización sobre ciberseguridad. Aquí hay dos consejos para ayudarle a mantenerse protegido en línea.

Aprenda más: [buff.ly/2CQGbHq](http://buff.ly/2CQGbHq)

#MesdelaConcientizacionSobrelaCiberseguridad #CyberSecurityAwareness @StaySafeOnline @TxDPS\_Cyber



**Cameron County EM** @... 18 Oct 2018  
 October is National Cybersecurity Awareness Month. Here are two tips to help you stay safe and secure online.

Learn more here: [buff.ly/2CnxuDq](http://buff.ly/2CnxuDq)

#NCSAM #CyberSecurityMonth  
 #CyberSecurityAwarenessMonth  
 #CyberAware @StopThinkConnect @StaySafeOnline @TxDPS\_Cyber @DHSgov



**Cameron County EM**  
 @cameron\_county

October is National Cybersecurity Awareness Month. Here are 2 more tips to help you stay safe and secure online.

Learn more here: [buff.ly/2CnxuDq](http://buff.ly/2CnxuDq)

#NCSAM #CyberSecurityMonth  
 #CyberSecurityAwarenessMonth  
 #CyberAware @StopThinkConnect @StaySafeOnline @TxDPS\_Cyber @DHSgov



2:01pm · 18 Oct 2018 · Buffer



**Cameron County EM**  
 @cameron\_county

Octubre es el mes nacional de concientización sobre ciberseguridad. Aquí hay dos más consejos para ayudarle a mantenerse protegido en línea.

Aprenda más: [buff.ly/2CQGbHq](http://buff.ly/2CQGbHq)

#MesdelaConcientizacionSobrelaCiberseguridad  
 #CyberSecurityAwareness @StaySafeOnline @TxDPS\_Cyber



2:05pm · 18 Oct 2018 · Buffer

# **SOCIAL MEDIA FACTOR: VALUE IN THE PREPAREDNESS PHASE**

**Twitter/Instagram: [cameron\\_county](#)**

**Facebook: [camerontyem](#)**



# **PREPAREDNESS PHASE:**

## **JUNE 2018 AND JUNE 2019**

### **RGV FLOODING**

#### **JUNE 2018 TROPICAL DISTURBANCE**

- **ADVANCED NOTIFICATION**
- **WEAKENING SYSTEM**
- **MINOR FLOODING  
FORECAST**

#### **JUNE 2019 SEVERE THUNDERSTORMS**

- **RAPID ONSET (LITTLE TO  
NO NOTIFICATION)**

**Twitter/Instagram: [cameron\\_county](#)**

**Facebook: [camerontyem](#)**



# PREPAREDNESS PHASE: JUNE 2018 RGV FLOODING

 **Cameron County EM**  
@cameron\_county

A tropical disturbance -- which is expected to reach either the lower Texas coast or the upper Mexican coast this weekend -- has a low chance (20%) of developing into a tropical depression. Nevertheless, there is a slight chance of excessive rain across the RGV. #txwx #rgvwx

**June 16-18 - Disturbance 4 - Texas / Louisiana / Mexico**

**Predictions for Brownsville, TX**  
Amount: 2 to 4 isolated 6 inches of rain  
Threat: Slight Chance of Excessive Rainfall  
Timing: midnight Jun 17 to midnight Jun 19, 2018 CDT

**Tracking the Tropics**  
Caribbean Disturbance

- A broad region of showers and thunderstorms continue to persist across portions of the Caribbean Sea to the northwest of Venezuela.
- Low (20%) chance that a tropical system will form within the next 5 days.
- Limited development may be possible in the western Gulf of Mexico near the end of the week.
- Uncertainty remains high at this time. Continue to check in to the forecast over the next few days.
- Regardless of tropical cyclone formation, increased moisture will result in rain chances across deep south Texas from late week and into the weekend.

Monitor the latest at [weather.gov](http://weather.gov)

10:07 AM · Jun 13, 2018 · Buffer

 **Cameron County EM**  
@cameron\_county

National Weather Service has downplayed any tropical development due to wind shear and dry air. Isolated to scattered showers are forecasted through Sunday. Best chances for more widespread rain has shifted to early next week though forecast confidence is low. #txwx #rgvwx #RGV


**Overview:** High pressure ridge known as "La Carlota" continues to hold today. Though a weak upper level disturbance is over the region today and Friday, combining with enough moisture to kick off typical summer "sea breeze" showers and a few storms. Favoring the Lower Rio Grande Valley from mid to late morning through early afternoon. The pattern will evolve over the weekend and early next week with the ridge shifting into the eastern Gulf. However, uncertainty has increased an exactly "when" the deepest moisture lands, where heaviest rains fall, and when they can reach the RGV. Best chances for flooding rains of report is in Southeast Texas through early Tuesday.

**A Change in the Pattern**

**Five Day Forecast Rainfall**  
Storm total rainfall forecast valid through Tuesday morning June 19  
Note: There will be locally higher amounts

**Potential Rainfall 7 AM Tue - 7 AM Thu**  
Note: There may be locally higher amounts

4:49 PM · Jun 14, 2018 · Buffer

 **NWS Brownsville**  
@NWSBrownsville

Rain will be a mainstay in the forecast throughout midweek with potential rainfall totals, including this morning's amounts, of 2 to 6 inches. Periods of heavy rainfall will be expected with possible minor flooding of low-lying and poor drainage areas. #rgvwx #rgv #txwx #spi

**Potential Rainfall Totals Into Friday**  
Weather Forecast Office Brownsville/RGV, TX  
Issued Jun 18, 2018 8:44 AM CDT

Periods of Heavy Rainfall; Localized Minor Flooding Possible

Map showing potential rainfall totals into Friday for the Brownsville/RGV area. Key locations include Hebbronville, Falfurrias, Sarita, Zapata, San Manuel, Port Mansfield, Raymondville, Rio Grande City, McAllen, Harlingen, Brownsville, and Spi. Rainfall totals range from 2-4" to 4-6".

5:50 AM · Jun 18, 2018 · Twitter Web Client

 **Cameron County EM**  
@cameron\_county

Today's rains have brought upon flash flooding throughout portions of Cameron County. Motorists are advised to be careful. The following forecast information is provided by the National Weather Service. #rgvwx #txwx #rgv #turnarounddontdrown

**Tonight - Thursday:** Main concern is if atmosphere can "recharge" in areas with remaining high water this evening. The better chances for new development overnight are both along the coast and inland, mainly west of US 281. 1 to 2 inches of rain, up to 3 or 4+ inches, in these areas could produce new flooding to include Abilene, Mission, and points west toward RGV. confidence is low for rapid onset flooding of 2 to 3 feet of water depth in poor drainage areas mentioned above.

**Friday-Weekend:** Generally sunny and hot weather returns to help us dry out.

**Forecast Additional Rainfall Thru 7 PM Jun 21**  
Note: Higher Amount Potential Below

**Flash Flood Watch**  
In Effect Through 7 AM CDT Thursday

**Impacts/Recommended Actions**

- Medium confidence for nuisance to potentially life-threatening flooding **Upper Valley/Zapata** is likely in heaviest rain areas through Thursday. Lower Confidence for a "repeat" in populated RGV but even 1-3" of rain will aggravate ongoing conditions.
- All residents should remain in tune with road closures and plan to stay in a safe location if/when conditions worsen. Continue to have alternate routes during their commutes through Thursday.
- The potential for overnight flooding remains high in all areas. Driving in torrential night rains is not recommended due to flood potential.

3:28 PM · Jun 20, 2018 · Buffer



# PREPAREDNESS PHASE: JUNE 2019 RGV FLOODING



# PREPAREDNESS PHASE: HURRICANE PREPAREDNESS

## HURRICANES.GOV/PREPARE



**Cameron County EM**

@cameron\_county

Hurricane Preparedness Week (May 5-11) is your time to prepare for hurricanes. Stay tuned for daily tips on how to be better prepared for hurricanes.

Learn more here:

[hurricanes.gov/prepare](https://hurricanes.gov/prepare)

#HurricanePrep #HurricaneStrong  
#cameroncounty #rgv #rgvwx #txwx



11:00am · 6 May 2019 · Buffer



**Cameron County EM**

@cameron\_county

La Semana de Preparación Para Huracanes (mayo 5-11) es su tiempo para prepararse para los huracanes. Manténgase atento a los consejos diarios sobre este tema.

Más información aquí:

[hurricanes.gov/prepare](https://hurricanes.gov/prepare)

#HurricanePrep  
#preparacionparahuracanes  
#cameroncounty #rgv #rgvwx #txwx



11:01am · 6 May 2019 · Buffer



**Cameron County EM** @came... May 6

Semana de Preparación para Huracanes Día 2: Crear un plan de evacuación de huracanes (zonas y rutas de evacuación; planificación para niños, ancianos, discapacitados y mascotas). Más información: [hurricanes.gov/prepare](https://hurricanes.gov/prepare)  
#HurricanePrep  
#preparacionparahuracanes  
#cameroncounty #rgv



11:00am · 6 May 2019 · Buffer



**Cameron County EM** @came... May 6

Hurricane Preparedness Week Day 2: Create a hurricane evacuation plan (evacuation zones & evacuation routes; planning for children, elderly, disabled & pets). Learn more at: [hurricanes.gov/prepare](https://hurricanes.gov/prepare)  
#HurricanePrep #HurricaneStrong  
#cameroncounty #rgv #rgvwx #txwx



11:00am · 6 May 2019 · Buffer



**Cameron County EM** @came... May 7

Semana de Preparación para Huracanes Día 3: Si un huracán azota, necesitarás alimentos no perecederos, agua, botiquín de primeros auxilios, etc. Más información acerca de la preparación: [hurricanes.gov/prepare](https://hurricanes.gov/prepare)  
#HurricanePrep  
#preparacionparahuracanes  
#cameroncounty #rgv #rgvwx



11:00am · 7 May 2019 · Buffer



**Cameron County EM** @came... May 7

Hurricane Preparedness Week Day 3: If a hurricane strikes, you're going to need non-perishable food, water, first aid kit, medicine, flashlight, etc. Learn more about disaster preparedness: [hurricanes.gov/prepare](https://hurricanes.gov/prepare)  
#HurricanePrep #HurricaneStrong  
#cameroncounty #rgv #rgvwx #txwx



11:00am · 7 May 2019 · Buffer



# PREPAREDNESS PHASE: HURRICANE SANDY IN N.Y.C.

- **TRACKING OF SEVERE WEATHER (STORM OR HURRICANE)**
- **REGULAR DISASTER (SEVERE WEATHER) UPDATES**
- **EMERGENCY EVACUATION ROUTE INFORMATION**
- **EVACUATION ORDERS (VOLUNTARY/MANDATORY)**
- **PROMOTING PERSONAL PREPAREDNESS (STOCK UP ON SUPPLIES, FOOD, WATER IN ADVANCE)**
- **EMERGENCY SHELTER INFORMATION**
- **DISASTER-RELATED PRESS RELEASES**



**NYC OEM** @nycoem

29 Oct

#Sandy now is moving north-northwestward and accelerating, @NHC\_Atlantic reports: [go.usa.gov/W3H](http://go.usa.gov/W3H)

Retweeted by FDNY

Expand



**Mike Bloomberg** @MikeBloomberg

28 Oct

If you live in Zone A and you have not yet evacuated, it is critical you do so now #Sandy #NYC [bit.ly/SPojeU](http://bit.ly/SPojeU)

Retweeted by FDNY

Expand



**NYC Mayor's Office** @NYCMayorsOffice

28 Oct

Mayor: If you can't evacuate yourself and need assistance, please call 311. #Sandy

Retweeted by FDNY

Expand



**NYC Mayor's Office** @NYCMayorsOffice

28 Oct

This map is the best way to find out if you live in Zone A and need to evacuate: [nyc.gov/html/oem/download...](http://nyc.gov/html/oem/download...) #Sandy

Retweeted by FDNY

Expand



**NYC OEM - Notify NYC** @NotifyNYC

28 Oct

NYC orders MANDATORY EVACUATION Zone A, Rockaways, Hamilton Bch, City Is. due to dangerous storm [NYC.gov](http://NYC.gov) or 311 for details #Sandy

Retweeted by FDNY

Expand

# **SOCIAL MEDIA FACTOR: VALUE IN THE RESPONSE PHASE**

**Twitter/Instagram: [cameron\\_county](#)**

**Facebook: [cameroncountyem](#)**



# RESPONSE PHASE: JUNE 2018 RGV FLOODING



Cameron County EM  
@cameron\_county

Due to the possibility of flooding tonight and overnight throughout Cameron County, residents are reminded not to risk driving into flooded roadways. #txwx #rgvwx #turnaroundontdrown #cameroncounty



7:44 PM · Jun 20, 2018 · Buffer



Cameron County EM  
@cameron\_county

Cameron County residents who were affected by the recent floods and have questions regarding the matter may reach out to the Cameron County EOC Phone Bank:

956-550-9954  
956-550-9842  
956-550-9737  
956-550-9134  
956-550-9169

#cameroncounty #rgvwx #txwx #RGVSTRONG



Cameron County EOC Phone Bank

956-550-9954 956-550-9842 956-550-9737  
956-550-9134 956-550-9169

Monday thru Friday 9 am to 4 pm

1:54 PM · Jun 25, 2018 · Buffer



Cameron County EM  
@cameron\_county

Attached is a helpful guidance from Cameron County Judge Eddie Treviño, Jr., for those Cameron County residents affected by the recent severe weather.

#cameroncounty #txwx #rgvwx #RGV #RGVSTRONG



## CAMERON COUNTY REQUESTING PUBLIC'S HELP

Cameron County Judge Eddie Treviño, Jr. is asking for the public's help in getting correct information to residents in flood-stricken areas. Phone calls have been received by Cameron County Emergency Management, inquiring about the cleaning process and when this should begin. Residents want to know if the initiation of these efforts will have an affect on receiving federal assistance if a federal disaster is declared.

In response to these inquiries, Cameron County Judge Eddie Treviño, Jr. has provided the following guidance:

1. Take pictures of any and all damage to your residence (inside & out); this should include any structures on your land. Document all dates and times of photographs.
2. Include clean up only after all pictures & documentation are in place.
3. Save copies of receipts incurred for expenses made for clean-up.
4. To help avoid injuries and illness, please avoid flooded waters and take standard sanitary precautions and use appropriate insect repellent that contains DEET.
5. Drain all standing water and empty water from outdoor items such as old tires, cans, and flower pot bases.

The county will be setting up a phone bank on Monday, June 25, 2018 starting at 9 am to help answer any question our citizens may have regarding this storm. Phone numbers will be made public Monday morning once they are operational and will be shared through the news media and our social media pages.

In the meantime if there is an emergency, please call 911, and for any non-emergencies call, please call 956.547.7000.

Finally, Judge Treviño added, "My prayers are with all of the families that have suffered any damage from these torrential rains. We are doing everything in our power to help eliminate the water that is still standing. We are coordinating efforts to help our county receive assistance for those residents that have suffered loss. We ask for your patience, and may God bless our people of the Rio Grande Valley and Cameron County".

5:34 PM · Jun 23, 2018 · Buffer



# RESPONSE PHASE: JUNE 2019 RGV FLOODING



Cameron County EM  
@cameron\_county

## Sandbag distribution:

County Precinct 4 Whrse—26623 White Ranch Rd  
Primera City Hall—22893 N. Stuart Place Rd  
Front of Harlingen Country Club—5500 El Camino Real  
(Palm Valley)  
La Feria Sports Complex—1001 Pancho Maples Drive  
Combes ASI Warehouse—21559 Business 77  
Santa Rosa PW



From: Cameron County  
To: News Media  
Reference: Sandbag Distribution  
Date: Tuesday, June 25, 2019  
Time: 2:00 PM  
POC: Tom Hughes (956.547.7000)

### SANDBAG DISTRIBUTION

The following locations will distribute sandbags today:

County Precinct 4	County Precinct 4 Warehouse—26623 White Ranch Road (2 pm – 7 pm)
Primera	Primera City Hall—22893 N. Stuart Place Road
Palm Valley	In front of Harlingen Country Club—5500 El Camino Real
La Feria	Sports Complex across the La Feria Dome—1001 Pancho Maples Drive
Combes	Combes ASI Warehouse—21559 Business 77
Santa Rosa	Santa Rosa Public Works

—For immediate release—



Cameron County EM  
@cameron\_county

Following the disaster declaration made by Cameron County Judge Eddie Trevino, Jr. earlier in the week, Texas Governor Gregg Abbott signed a state of disaster for the Rio Grande Valley today.

#cameroncounty #rgv

## PROCLAMATION BY THE Governor of the State of Texas

TO ALL TO WHOM THESE PRESENTS SHALL COME:

I, GREGG ABBOTT, Governor of the State of Texas, do hereby certify that the severe weather event that began on June 24, 2019, has caused widespread and severe property damage in Cameron, Hidalgo, and Willacy counties.

THEREFORE, in accordance with the authority vested in me by Section 418.014 of the Texas Government Code, I do hereby declare a state of disaster in the previously listed counties.

Pursuant to Section 418.017 of the code, I authorize the use of all available resources of state government and of political subdivisions that are reasonably necessary to cope with this disaster.

Pursuant to Section 418.016 of the code, any regulatory statute prescribing the procedures for conduct of state business or any order or rule of a state agency that would in any way prevent, hinder or delay necessary action in coping with this disaster shall be suspended upon written approval of the Office of the Governor. However, to the extent that the enforcement of any state statute or administrative rule regarding contracting or procurement would impede any state agency's emergency response that is necessary to protect life or property threatened by this declared disaster, I hereby authorize the suspension of such statutes and rules for the duration of this declared disaster.



IN TESTIMONY WHEREOF, I have hereunto signed my name and have officially caused the Seal of State to be affixed at my office in the City of Austin, Texas, this the 27th day of June, 2019.

*Gregg Abbott*  
GREGG ABBOTT  
Governor



Eddie Trevino, Jr.  
County Judge

### DECLARATION OF DISASTER

WHEREAS, the County of Cameron on the 24<sup>th</sup> day of June 2019, suffered widespread and severe damage, injury, and loss of life or property resulting from the unexpected torrential rainfall on said date; and

WHEREAS, the JUDGE OF CAMERON COUNTY has determined that extraordinary measures must be taken to alleviate the suffering of people and to protect or rehabilitate property;

NOW, THEREFORE, BE IT PROCLAIMED BY THE JUDGE OF CAMERON COUNTY:

1. That a local state of disaster is hereby declared for the County of Cameron pursuant to (418.018(a) of the Texas Government Code;
2. Pursuant to (418.018(b) of the Government Code, the state of disaster shall continue for a period of not more than thirty days from the date of this declaration unless continued or renewed by the Commission of the Cameron County;
3. Pursuant to (418.018(c) of the Government Code, this declaration of a local state of disaster shall be given prompt and general publicity and shall be filed promptly with the County Clerk;
4. Pursuant to (418.018(d) of the Government Code, this declaration of a local state of disaster activates the county's emergency management plan;
5. That this proclamation shall take effect immediately from and after its issuance.

ORDERED that the 25<sup>th</sup> day of June, 2019.

*Eddie Trevino, Jr.*  
Eddie Trevino, Jr.  
County Judge

6:26 PM · Jun 27, 2019 · Buffer



# RESPONSE PHASE: EL PASO WALMART SHOOTING

This image displays a collage of social media posts, primarily tweets, related to the El Paso Walmart shooting incident, dated August 3, 2019. The posts are organized into columns, showing the progression of information and official responses.

**Key Tweets and Information:**

- Incident Update:** Multiple tweets from the City of El Paso and the El Paso Police Department (EPPD) provide initial updates. One tweet states: "Please stay clear of the surrounding area of Cielo Vista Mall. Reunification center for families at McArthur Middle School on Whittus." Another tweet from the EPPD states: "Scene is still Active. We have multi reports of multiple shooters. Please avoid area police conducting search of a very large area. Media staging will be given when area is secure."
- Official Statements:** Mayor Dee Margo (@mayor\_margo) issued a statement: "Adair and I are devastated by the tragic events unfolding in our City. Our hearts go out to the victims and gratitude to our first responders. We will continue to keep you updated." The El Paso Fire Department (@EPPD) confirmed several fatalities and multiple suspects in custody.
- Public Health and Safety:** The El Paso Office of Emergency Management (@EPPublicHealth) issued a Local Disaster Declaration, effective immediately. They also requested that no food or water donations be made at the Family Reunification Center, as there is an El Paso Relief Fund where monetary donations are needed.
- Media and News:** CNN Breaking News (@CNN) reported: "Multiple victims have been injured in a shooting at the Walmart in El Paso, Texas. Follow live updates: [cnn.it/2GKimRS](https://cnn.it/2GKimRS)". KTSN 9 News (@KTSN9) reported: "Our crew can confirm 18 people were shot or injured at the Walmart at Cielo Vista. We are working to get on air as we speak."
- Police Updates:** The El Paso Police Department (@EPPD) provided several updates: "Scene is still active. Avoid the area of Hawkins and Gateway until further notice." and "Active Shooter in area of Hawkins and Gateway East. Scene is still active avoid the area. RG limited information."
- Library and Museum Closures:** The El Paso Library (@elpasolibrary) announced: "All library locations are closed for the day." The EP Museum of History (@EPMuseum) announced: "Due to unforeseen circumstances in the El Paso area, our museum will be closing. Please visit us tomorrow from 12pm-5pm."

Blue arrows highlight the flow of information and the progression of the response phase, showing how the situation evolved and how official agencies communicated the status of the incident.



# RESPONSE PHASE: HURRICANE SANDY

- **EMERGENCY SHELTER INFORMATION**
- **FINDING MISSING PEOPLE, REUNITING PEOPLE**
- **FOOD, WATER DISTRIBUTION DETAILS**
- **WHERE TO RECEIVE MEDICAL ATTENTION**
- **WHAT AREAS TO STAY AWAY FROM**
- **RUMORS**
- **PRESS RELEASES**



**NYC Mayor's Office** @NYCMayorsOffice

29 Oct

Mayor: in the Battery, in the Rockaways and on Staten Island, the surge will be highest between 6:30 and 10:30 tonight. #Sandy

Retweeted by FDNY

Expand



**FDNY** @FDNY

30 Oct

@bklyndafna That area is busy now. Units are working as quickly/safely as possible. Will make sure dispatch is on it. Keep in touch with him

View conversation



**FDNY** @FDNY

31 Oct

@FranFrain735 We respond to NYC, so contact your power provider or emergency services on Long Island to find out more. Hope your mom's ok.

View conversation



**Mike Bloomberg** @MikeBloomberg

29 Oct

Reminder: 311 online may be the faster way to get information or to report non-emergencies: [on nyc.gov/YgIvA3](https://nyc.gov/YgIvA3) #NYC PLEASE RT

Retweeted by FDNY

Expand

# RESPONSE PHASE: HURRICANE HARVEY CALLS FOR HELP TO ANYONE (INCLUDING LOCAL GOV'T)

We need help 6038 15th street off of main ave please come

— Tevin B. (@Tevin\_98) Aug. 30, 2017



**Mackenzie Shugart**

@mackenzieshug

Follow

my great grandparents are 90+.. very fragile, they need to be rescued !! 3580 lake Arthur drive in port Arthur off of jimmy Johnson PLZ RT !!

8:14 PM - 29 Aug 2017

1,238 Retweets 515 Likes



EMERGENCY:

MY 99 YEAR OLD GRANDFATHER NEEDS IMMEDIATE RESCUE HE  
IN WATER UP TO HIS NECK

1148 MAPLE PORT ARTHUR TEXAS.

— Shandy A Stewart (@sugarynsunshine) Aug. 30, 2017

If anybody is on the east side and at a shelter on Garrett road please keep a look out for my baby. We were separated while evacuating. Pleaseeeee. She have on a pink neon shirt wrapped in a blue blanket !!

!! !!





# RESPONSE PHASE: HURRICANE HARVEY CALLS FOR HELP FROM LOCAL GOV'T



**CityofPortArthur**

@port\_arthurtx

Follow

Individuals with boats are needed in Port Arthur for rescues.

5:58 AM - 30 Aug 2017

2,207 Retweets 1,289 Likes



So many have asked. Here's volunteer info. We need you!

[#harvey #hounews #HurricaneHarvey](#)

[pic.twitter.com/r96nmFJAx4](#)

— HCSOTexas (@HCSOTexas) [August 29, 2017](#)



**Constable Christopher E. Diaz**

Like This Page · 18 hrs · 📍

We are trying to find the mother to this baby. The mother was last seen wearing a purple shirt on South Lake Houston parkway

# **SOCIAL MEDIA FACTOR: VALUE IN THE RECOVERY PHASE**

**Twitter/Instagram: [cameron\\_county](#)**

**Facebook: [cameroncountyem](#)**



# RECOVERY PHASE: JUNE 2018 RGV



A health and safety message from Cameron County Public Health (@CCPH\_TX) for those Cameron County residents affected by the recent severe weather. #floodsafety #rgv #cameroncounty #rgvwx #txwx #rgvstrong

## HEALTH & SAFETY ADVISORY

A REMINDER FROM CAMERON COUNTY PUBLIC HEALTH

To help avoid injuries and illness, persons in the flood areas are advised to take the following general precautions:

- **DO NOT** allow children to play in or near floodwater or storm drains.
- Disinfect all furniture, woodwork and other household surfaces in homes that have flooded.
- Disinfect children's toys with a solution of 1-Cup Bleach to 5-Gallons of Water.
- Wash hands frequently during cleanup to lessen recontamination of cleaned areas.
- Watch and listen for news media announcements about the safety of public drinking water supplies.
- Remove standing/still water to prevent mosquito breeding.

11:25 AM · Jul 2, 2018 · Buffer



Today, Cameron County Public Health (@CCPH\_TX) reaches out once again to flood-affected communities with health and safety information, including distributing insect repellent and dunks. #FightTheBite #Zika #MosquitoControl #CameronCounty #rgvstrong #rgvwx #rgv #txwx

## CAMERON COUNTY PUBLIC HEALTH

**WHEN/CUANDO**  
Tuesday, July 3, 2018  
8:30am—11am

**WHERE/DÓNDE**  
La Feria Fire Station  
115 E. Commercial Ave, La Feria, TX  
Los Fresnos Memorial Park  
900 N. Arroyo, Los Fresnos, TX 78566

**COMMUNITY EDUCATION**  
INFORMACIÓN EDUCATIVA DE ZIKA

**MOSQUITO DUNKS**  
\*while supplies last (hasta agotar existencia)

**MOSQUITO REPELLENT**  
\*while supplies last (hasta agotar existencia)

Cameron County Public Health will be providing the community with educational information, as well as distributing insect repellent and dunks.

El Departamento de Salud Pública del Condado de Cameron estará repartiendo información educativa a la comunidad, al igual que repelente contra zancudos y larvicidas.

9:09 AM · Jul 3, 2018 · Buffer



FEMA, directed by President Donald J. Trump, granted Governor Greg Abbott's federal disaster request for assistance to Cameron County, which started with County Judge Eddie Trevino's request for disaster assistance -- following recent severe weather. #CameronCounty #RGV #rgvwx

## DISASTER ASSISTANCE / ASISTENCIA POR DESASTRE

To register, call: Para inscribirse, llame al:

**1-800-621-FEMA (33)** **1-800-621-FEMA (3362)**

If you use a TTY: 1-800-462-7585 Si usa TTY, llame al: 1-800-462-7585

711 or Video Relay Service (VRS): 1-800-621-1111 or el Servicio de Retransmisión de Video (VRS): 1-800-621-31

Please have the following available: • Your address with zip code • Directions to your property • Condition of your damaged home • Insurance information, if available • Social Security number • Phone number where you can be contacted • Address where you can get mail

Direct Deposit: Disaster relief funds will be sent directly to your bank account. • Write down your bank account type, bank routing number, and account number. • Stay in touch with FEMA: you will be given a FEMA phone number where you can be contacted. • Write down your phone number and the number where you can get mail.

Deposito Directo: Fondos de asistencia se pueden enviar directamente a su cuenta. • Proporcione por favor su tipo de cuenta y número de cuenta y número de ruta bancaria. • Manténgase en contacto con FEMA: le daremos un número de registro. Anote su número y guárdelo. Vuelva más tarde cada vez que se ponga en contacto.

Online registration also available → DisasterAssistance.gov → Online registration also available

Online registration also available → DisasterAssistance.gov → Online registration also available

5:47 PM · Jul 9, 2018 · Buffer



The Cameron County Disaster Recovery Center (DRC) is now open to serve any individuals impacted by the recent severe storms & flooding. Located at 1001 Pancho Maples Drive in La Feria, the DRC will be open 7 days a week (7 am to 7 pm). #RGVstrong #CameronCounty @HidalgoCounty

## LA FERIA SAFE ROOM (DOME) 1001 PANTO MAPLES DRIVE

**OPEN 7 DAYS A WEEK FROM 7 AM TO 7 PM**

www.disasterassistance.gov (online registration)  
www.disasterassistance.gov/es (inscripción en línea)

FEMA - ESTADOS UNIDOS  
CENTRO DE RECUPERACIÓN POR DESASTRE

LA FERIA SAFE ROOM (DOME) 1001 PANTO MAPLES DRIVE

Disaster Assistance is available without regard to race, color, religion, national origin, sex, age, disability, marital status, or sexual orientation. Asistencia por desastre está disponible sin importar raza, color, religión, origen nacional, sexo, edad, discapacidad, estado civil o orientación sexual.

5:35 PM · Jul 19, 2018 · Buffer



# RECOVERY PHASE: JUNE 2019 SEVERE RGV FLOODING



Los residentes afectados por las inundaciones del 24 de junio pueden solicitar asistencia de FEMA: 1-800-621-3362 [buff.ly/RrvY1l](https://buff.ly/RrvY1l).

Esté atento a las noticias sobre la apertura del Centro de Recuperación de Desastres de FEMA para aplicar en persona.

#cameroncountystrong

Translate Tweet

**ASISTENCIA POR DESASTRE**  
Para inscribirse, llame al:  
**1-800-621-FEMA (3362)**  
Si usa TTY, llame al: 1-800-462-7585  
711 o el Servicio de Retransmisión de Video (VRS): 1-800-621-3362

Por favor tenga disponible lo siguiente:

- Dirección con el código postal
- Instrucciones de cómo llegar a su propiedad
- Condiciones de su propiedad dañada
- Información del seguro, si está disponible
- Número Seguro Social
- Número de teléfono donde se le pueda contactar
- Dirección donde se puede recibir correo

Deposito Directo: Fondos de asistencia de desastres se pueden enviar directamente a su cuenta bancaria. Proporcione por favor su tipo de cuenta bancaria, número de cuenta y número de ruta bancaria.

Manténgase en contacto con FEMA: Cuando se inscribe, se le dará un número de registro de FEMA. Anote su número y guárdelo. Usted recibirá el número cada vez que se ponga en contacto con FEMA.

También puede inscribirse en línea → [DisasterAssistance.gov/es](https://DisasterAssistance.gov/es)

La asistencia de recuperación por desastres está disponible sin costo (no consideración raza, sexo, religión, origen étnico, edad, discapacidad, dominio de inglés o nivel socioeconómico).

11:23 AM · Jul 19, 2019 · Buffer



Cameron County residents affected by the June 24 flooding may apply for FEMA assistance: 1-800-621-3362 [buff.ly/RrvY1l](https://buff.ly/RrvY1l).

Stay tuned for news about the FEMA Disaster Recovery Center opening in Cameron County, where residents can apply in person.

#cameroncountystrong

Translate Tweet

**DISASTER ASSISTANCE**  
To register, call:  
**1-800-621-FEMA (3362)**  
If you use a TTY: 1-800-462-7585  
711 or Video Relay Service (VRS): 1-800-621-3362

Please have the following available:

- Your address with zip code
- Directions to your property
- Condition of your damaged home
- Insurance information, if available
- Social Security number
- Phone number where you can be contacted
- Address where you can get mail

Direct Deposit: Disaster assistance funds can be sent directly to your bank account. Please provide your bank account type, account number and bank routing number.

Stay in touch with FEMA: When you register, you will be given a FEMA registration number. Write down your number and save it. You will need the number whenever you contact FEMA.

Online registration also available → [DisasterAssistance.gov](https://DisasterAssistance.gov)

Disaster assistance is available without regard to race, color, religion, national origin, sex, age, disability, English proficiency or economic status.

11:17 AM · Jul 19, 2019 · Buffer



FEMA will open a Disaster Recovery Center (DRC) in Cameron County to assist affected residents of the 6/24-6/25 flooding:

La Feria Safe Room (Dome)  
1001 Pancho Maples Drive (La Feria, Tx)  
Mon., 7/22/2019 (10 am - 7 pm)  
After this date (7 am - 7 pm; 7 Days a Week)

#cameroncountystrong

Translate Tweet

**DISASTER ASSISTANCE**  
To register, call:  
**1-800-621-FEMA (3362)**  
If you use a TTY: 1-800-462-7585  
711 or Video Relay Service (VRS): 1-800-621-3362

Please have the following available:

- Your address with zip code
- Directions to your property
- Condition of your damaged home
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Stay in touch with FEMA: When you register, you will be given a FEMA registration number. Write down your number and save it. You will need the number whenever you contact FEMA.

Online registration also available → [DisasterAssistance.gov](https://DisasterAssistance.gov)

Disaster assistance is available without regard to race, color, religion, national origin, sex, age, disability, English proficiency or economic status.

1:28 PM · Jul 20, 2019 · Buffer



FEMA abrirá un Centro de Recuperación de Desastres en el Condado de Cameron para ayudar a los residentes afectados de la inundación del 6/24-6/25:

La Feria Safe Room  
1001 Pancho Maples Drive - La Feria  
Lunes, 6/22  
10 a.m. a 7 p.m.  
6/23 en adelante  
7 a.m. a 7 p.m.  
7 Días de la Semana

#cameroncountystrong

Translate Tweet

**ASISTENCIA POR DESASTRE**  
Para inscribirse, llame al:  
**1-800-621-FEMA (3362)**  
Si usa TTY, llame al: 1-800-462-7585  
711 o el Servicio de Retransmisión de Video (VRS): 1-800-621-3362

Por favor tenga disponible lo siguiente:

- Dirección con el código postal
- Instrucciones de cómo llegar a su propiedad
- Condiciones de su propiedad dañada
- Información del seguro, si está disponible
- Número Seguro Social
- Número de teléfono donde se le pueda contactar
- Dirección donde se puede recibir correo

Deposito Directo: Fondos de asistencia de desastres se pueden enviar directamente a su cuenta bancaria. Proporcione por favor su tipo de cuenta bancaria, número de cuenta y número de ruta bancaria.

Manténgase en contacto con FEMA: Cuando se inscribe, se le dará un número de registro de FEMA. Anote su número y guárdelo. Usted recibirá el número cada vez que se ponga en contacto con FEMA.

También puede inscribirse en línea → [DisasterAssistance.gov/es](https://DisasterAssistance.gov/es)

La asistencia de recuperación por desastres está disponible sin costo (no consideración raza, sexo, religión, origen étnico, edad, discapacidad, dominio de inglés o nivel socioeconómico).

1:38 PM · Jul 20, 2019 · Buffer



# RECOVERY PHASE: JUNE 2019 SEVERE RGV FLOODING



Tomorrow (Sun., 6/30), Cameron County will distribute free, HEB-donated cleaning kits to those affected by Monday's flooding. Pick up between 3 pm -- 5 pm at the County Ptc. 4 Warehouse in La Feria (26623 White Ranch Rd). Limit 1 per household while supplies last.

#cameroncounty

## FREE DONATED CLEANING KITS

to those affected in our communities  
by Monday's flooding

Sun. June 30  
3 pm to 5 pm

County Precinct 4  
Warehouse  
26623 White Ranch Rd,  
La Feria

5:44 PM · Jun 29, 2019 · Buffer



Cameron County EM  
@cameron\_county

Cameron County is collecting flood-damage debris over the coming weeks.

Avoid damage to pipes, water/gas meters, & electrical/telephone posts: place debris on the curbside (or right-of-way).

For home cleanup assistance, call 956-465-4127.

#cameroncountystrong #debriscleanup

From: Cameron County  
To: News Media  
Reference: Cameron County Begins Debris Removal  
Date: Saturday, July 6, 2019  
Time: 10:00 AM  
POC: Tom Hudson (956-547-1000)

---For immediate release---

**CAMERON COUNTY BEGINS DEBRIS REMOVAL**

Cameron County has begun collecting flood-damage debris. The debris removal will continue over the coming weeks.

To help avoid damage to pipes, water/gas meters, and electricity/telephone posts Since the mechanic grapples of the brush trucks can only pick up what is reachable, residents are asked to place their debris on the curbside (or right-of-way) and away from pipes, water/gas meters, and electricity/telephone posts.

The debris should be separated into piles based on these categories:

- **Normal Household Trash**—normal household trash and bagged debris of any kind will not be picked up with disaster debris. You should continue to follow your normal garbage removal schedule.
- **Vegetative Debris**—leaves (do not put in bags), logs, plants, and tree branches
- **Construction & Demolition Debris**—building materials, carpet, drywall, furniture, lumber, mattresses and plumbing
- **Appliances & White Goods**—air conditioners, dishwashers, freezers, refrigerators, stoves, washers, dryers, and water heaters
- **Electronics & Computers**—radios, stereos, televisions, and other devices with a cord
- **Household Hazardous Waste**—cleaning supplies, batteries, lawn chemicals, oils, oil-based paints & stains and pesticides.

Additionally, affected residents needing home cleanup assistance may call the TX RGV Flooding Home Cleanup Hotline at 956-465-4127.

---For immediate release---



Cameron County EM  
@cameron\_county

On Wed., 6/10, Cameron County & ARC will open a Multi Agency Resource Center to serve Cameron County flood victims at the La Feria Dome (1700 South Main St.; corner of West Dodd Ln.) from 8 am - 7 pm.

For details call ARC (956-423-0523); see attached flyers.  
#cameroncountystrong

American Red Cross  
South Texas

**Cameron County MARC**  
(Multi Agency Resource Center)

1700 S. Main St.  
La Feria  
Wednesday,  
July 10, 2019  
8 AM - 7 PM

**Cameron County MARC**  
(Centro de Recursos Multiagencia)

1700 S. Main St.  
La Feria  
miércoles,  
10 de julio, 2019  
8 AM - 7 PM

Recursos Disponibles:  
Administración de Casos, Salud Mental, Médico,  
Asistencia Alimentaria, Limpieza del Hogar,  
Tarjetas de Regalo y mucho más!

Recursos Available:  
Case Management, Mental Health, Medical,  
Food Assistance, Home Cleanup.

Para más información llame al (956) 423-0523

1:06 PM · Jul 8, 2019 · Buffer



Cameron County EM  
@cameron\_county

FEMA Disaster Recovery Center is OPEN:  
Daily 7am - 7 pm  
Centro de Recuperación por Desastre esta ABIERTO:  
Diariamente 7 am - 7 pm

1001 Pancho Maples Drive (La Feria)  
Community Safe Room  
Cuarto Comunitario de Seguridad

#cameroncountystrong @FEMA @FEMARegion6  
@TDEM @TxDPSSouth

Translate Tweet

FEMA Disaster Recovery Center Now Open- La Feria  
(Centro de Recuperación por Desastre Ya Abierto- La Feria)

Disaster Assistance  
(Asistencia Por Desastre)

1-800-621-3362  
[www.disasterassistance.gov](http://www.disasterassistance.gov)  
(online registration)

[www.disasterassistance.gov/es](http://www.disasterassistance.gov/es)  
(inscripción en línea)

**LA FERIA SAFE ROOM (DOME)**  
**1001 PANCHO MAPLES DRIVE**  
Everyday- 7 am to 7 pm  
(Todos los Días- 7 am a 7 pm)

2:41 PM · Jul 22, 2019 · Buffer



# **SOCIAL MEDIA FACTOR:** **TIPS FOR OUTREACH** **MESSAGING**

**Twitter/Instagram:** [\*\*cameron\\_county\*\*](#)

**Facebook:** [\*\*camerontyem\*\*](#)

# **SOCIAL MEDIA: “BEST PRACTICES” MESSAGING**

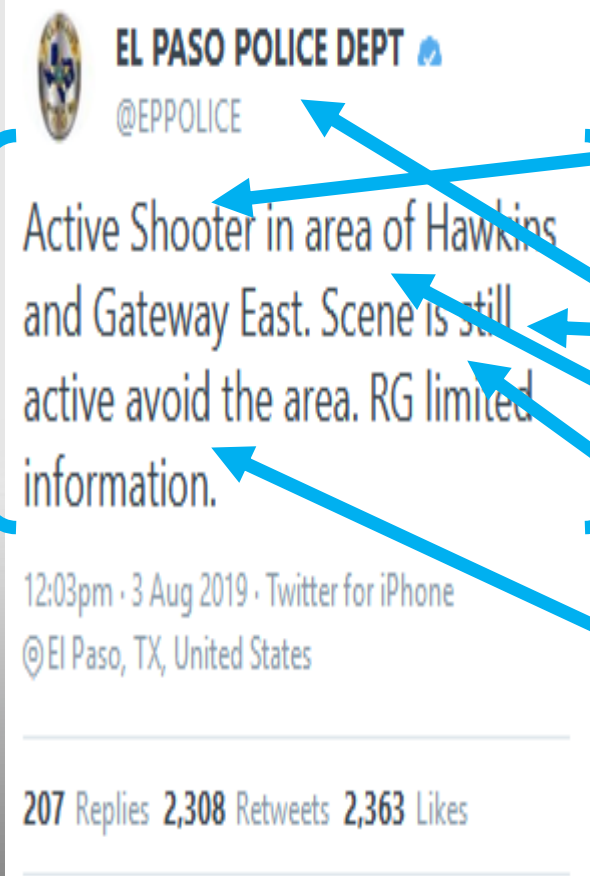
- **1. PLAIN LANGUAGE**
  - **2. SPECIFIC HAZARD**
  - **3. LOCATION**
  - **4. TIMEFRAMES**
  - **5. WARNING SOURCE**
- **1. USE COMMON TERMS; AVOID ACRONYM UNLESS IT IS WELL-KNOWN**
  - **CHOOSE WORDS CAREFULLY; BE CONCISE; KEEP IT CONVERSATIONAL**
  - **2. WHAT IS THE THREAT & RISK? (NATURAL OR MAN-MADE)**
  - **3. WHERE DID IT OCCUR? (BE SPECIFIC; CROSS STREET)**
  - **4. WHEN IT WILL APPEAR? (PRE-INCIDENT)**
  - **HOW LONG IMPACT WILL LAST? (POST-INCIDENT)**
  - **5. WHO IS ISSUING THE SOURCE? (NWS, UTILITY SERVICE PROVIDER; GOV'T. AGENCY)**

# **SOCIAL MEDIA: “BEST PRACTICES” MESSAGING**

- **6. MAGNITUDE**
  - **7. LIKELIHOOD**
  - **8. PROTECTIVE BEHAVIOR**
  - **9. #, @, LINKS\***
  - **10. VISUAL IMAGES/VIDEOS\***
  - **\* OPTIONAL DURING EMERGENCIES**
- **6. WHAT IS THE IMPACT? WHAT IS THE EXTENT?**
  - **7. HOW PROBABLE IS OCCURRENCE OF IMPACT? (FORECAST)**
  - **8. WHAT ACTIONS SHOULD BE TAKEN (EVACUATE/SHELTER IN PLACE/AVOID/ALTERNATE ROUTES)**
  - **9. PLACE #HASHTAGS, @MENTIONS AND LINKS AT THE END OF POST**
  - **10. SELECT CLEAR PHOTOS/VIDEOS THAT MATCH/REINFORCE TEXT**



# SOCIAL MEDIA: “BEST PRACTICES” MESSAGING



- **1. PLAIN LANGUAGE**
- **2. SPECIFIC HAZARD**
- **3. LOCATION**
- **4. TIMEFRAMES**
- **5. WARNING SOURCE**
- **6. MAGNITUDE**
- **7. LIKELIHOOD**
- **8. PROTECTIVE BEHAVIOR**

# SOCIAL MEDIA: “BEST PRACTICES” MESSAGING



- 1. PLAIN LANGUAGE
- 2. SPECIFIC HAZARD
- 3. LOCATION
- 4. TIMEFRAMES
- 5. WARNING SOURCE
- 6. MAGNITUDE
- 7. LIKELIHOOD
- 8. PROTECTIVE BEHAVIOR
- 9. HASHTAGS, @MENTIONS
- 10. SELECT PHOTOS TO REINFORCE TEXT

# **SOCIAL MEDIA FACTOR: TOOLS FOR POSTING/MONITORING**

**Twitter/Instagram: [cameron\\_county](#)**

**Facebook: [camerontyem](#)**



# **“BEST PRACTICE” SOCIAL MEDIA TOOLS: POSTING & MONITORING**

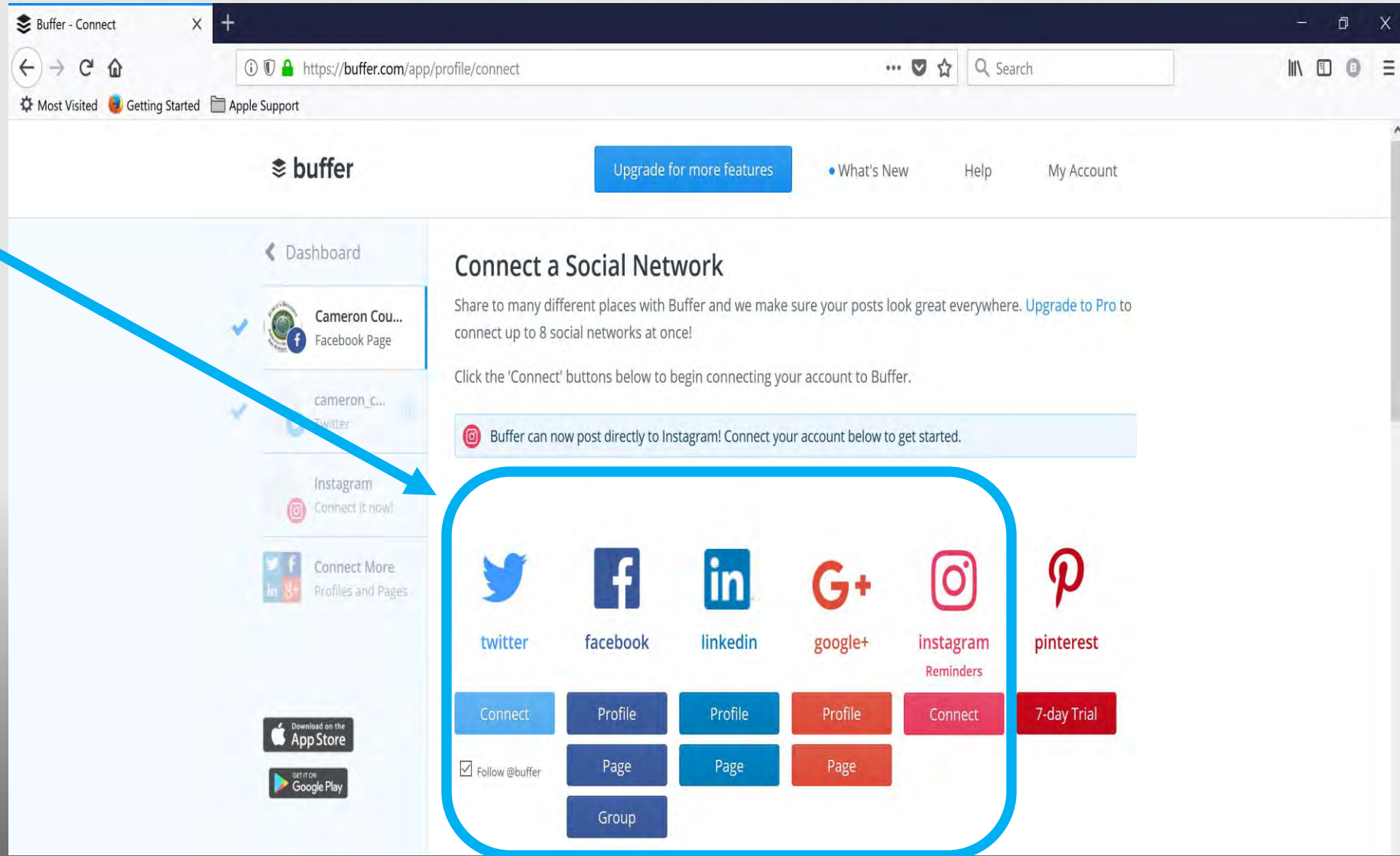
- **SOCIAL MEDIA POSTING TOOL:**
- **“COST-SAVING” FEATURE FOR SIMULTANEOUS POSTING OVER SEVERAL SOCIAL MEDIA ACCOUNT**
- **APPLICABLE THROUGHOUT ALL PHASES OF EMERGENCY MANAGEMENT**
- **WEB SITE: [BUFFER.COM](https://buffer.com)**
- **TWITTER: [TWEETDECK.COM](https://tweetdeck.com)**

- **SOCIAL MEDIA MONITORING TOOL:**
- **“SITUATIONAL AWARENESS” OR “INVESTIGATIVE” FEATURE**
- **APPLICABLE THROUGHOUT ALL PHASES OF EMERGENCY MANAGEMENT, ESPECIALLY FOR PUBLIC SAFETY MATTERS DURING INCIDENTS AND PLANNED EVENTS:**
  - **INCIDENT: DISASTER OR EMERGENCY**
  - **EVENT: MASS GATHERING (CONCERT, PARADE, FESTIVAL, FAIR, ETC.)**
- **TWITTER: [TWEETDECK.COM](https://tweetdeck.com)**
- **SNAPCHAT: [SNAPMAP.COM](https://snapmap.com)**
- **TWITTER: [TRENDSMAP.COM](https://trendsmap.com)**



# SOCIAL MEDIA POSTING TOOL (SCHEDULER)

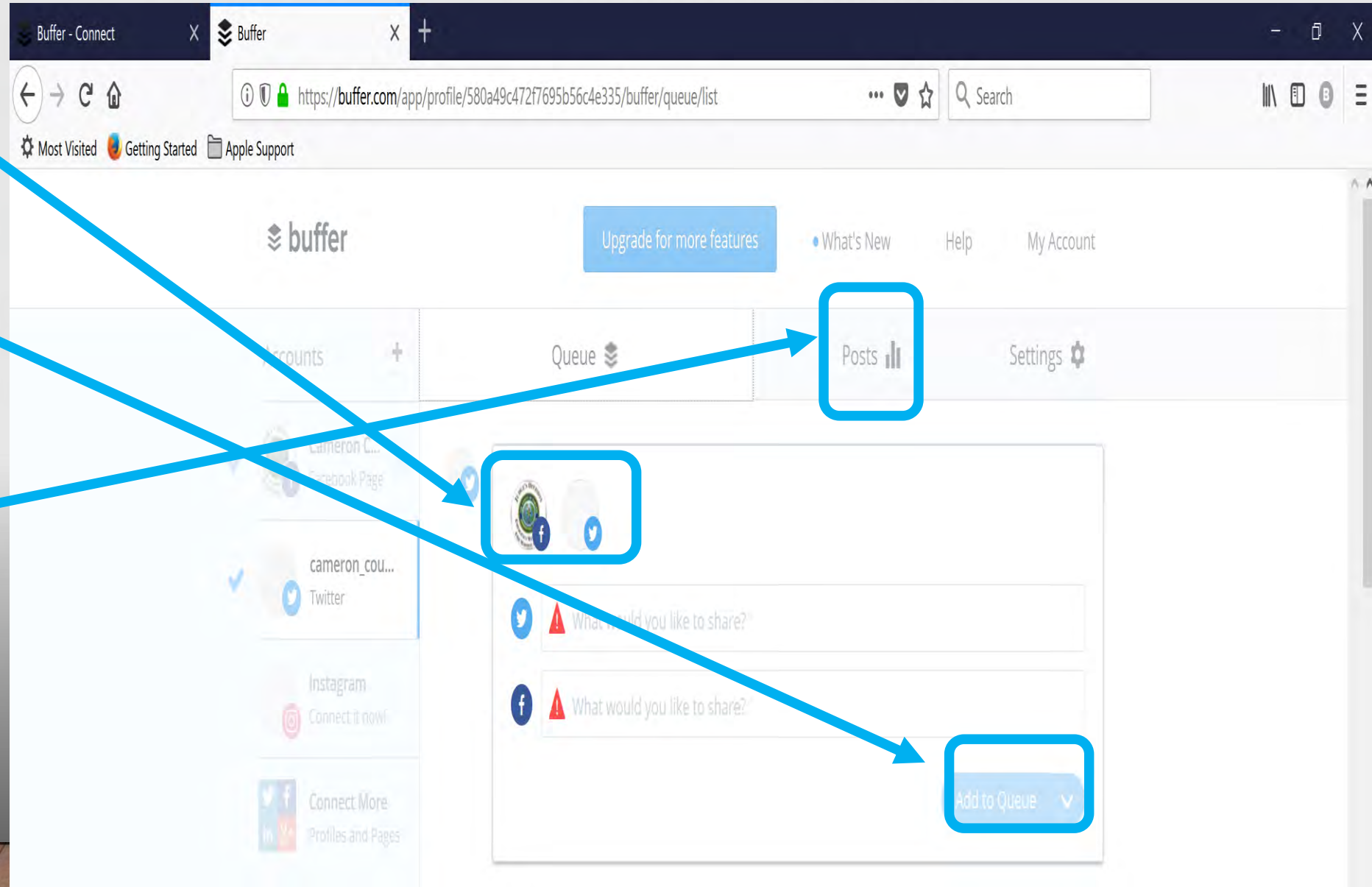
- **BUFFER.COM**
- **FREE ACCOUNT**  
(PICK UP TO 3 SOCIAL MEDIA PLATFORMS; PAY \$ FOR MORE)
- **YOU CAN POST SIMULTANEOUSLY ON ALL SOCIAL MEDIA NETWORKS**  
(TIME-SAVING FEATURE)
- **ACCESS VIA INTERNET OR MOBILE APP**  
(FREE)
- **UPLOAD UP TO 4 PHOTOS/ VIDEOS**  
(ANY COMBINATION)





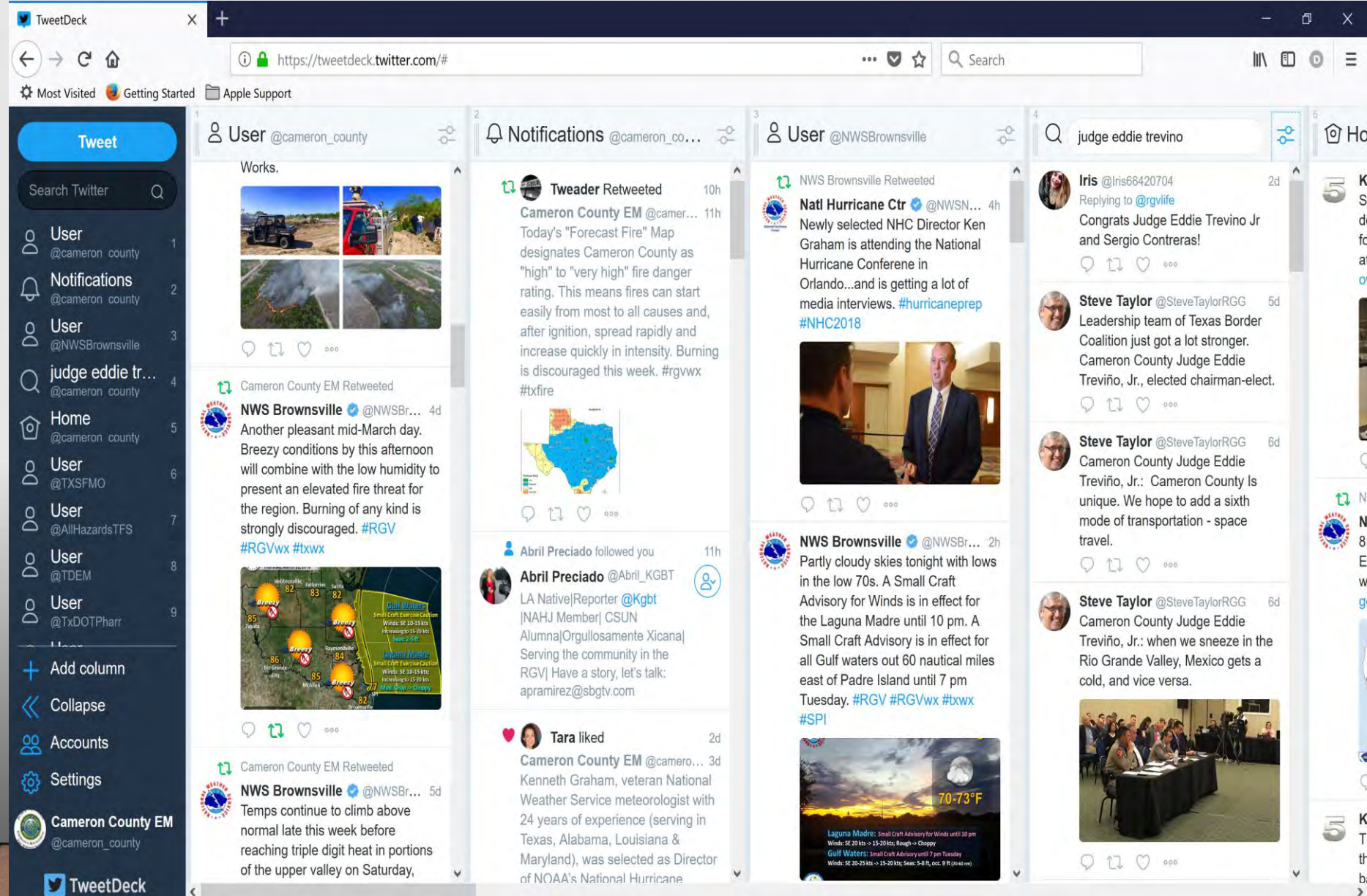
# SOCIAL MEDIA POSTING TOOL

- **BUFFER.COM**
- **TOGGLE ON/OFF SOCIAL NETWORKS**  
(PICK UP TO 3 SOCIAL MEDIA PLATFORMS; PAY \$ FOR MORE)
- **SCHEDULE POSTS AHEAD OF TIME**  
(UNLIMITED; PICK DATE AND TIME)
- **CHARACTER LIMITS**  
(280 FOR TWITTER  
63,206 FOR FACEBOOK)
- **VIEW ALL POSTS**  
(PAST & FUTURE)
- **ADD HASHTAGS, @MENTIONS & LINKS**  
(AUTOMATICALLY SHORTENED)





- **TWEETDECK.COM**
- **FREE ACCOUNT**  
(REQUIRES TWITTER ACCOUNT)
- **PERMISSION TO ALLOW MULTIPLE TWITTER ACCOUNT HOLDERS TO POST**  
(IF NOT USING BUFFER)
- **SCHEDULE POSTS AHEAD OF TIME**  
(UNLIMITED)
- **UPLOAD UP TO 4 PHOTOS/ VIDEOS**  
(ANY COMBINATION)
- **ACCESS ONLY VIA INTERNET**  
(MOBILE APP DISCONTINUED)



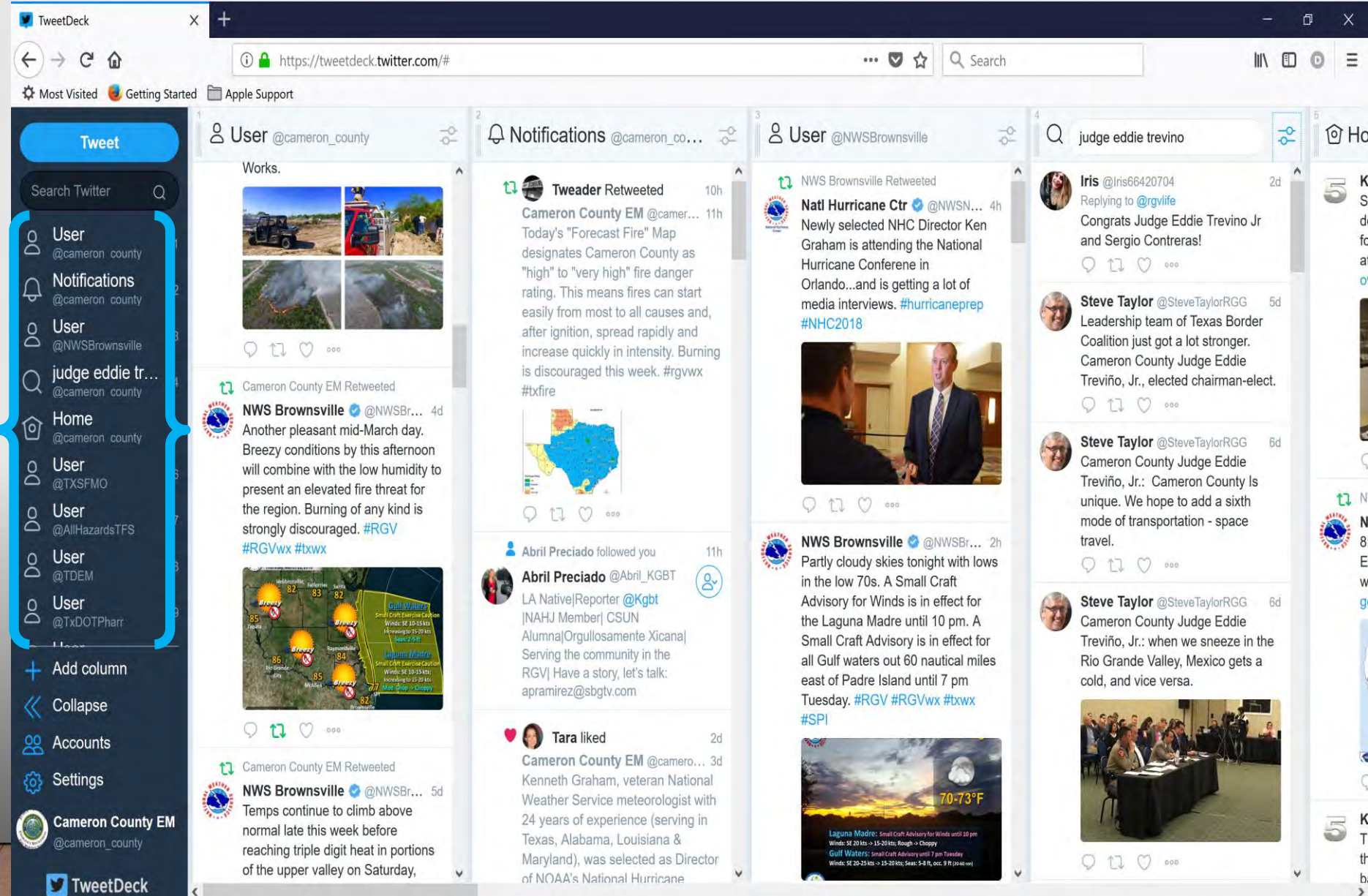
The screenshot displays the TweetDeck web interface, which is designed for managing multiple Twitter accounts simultaneously. The interface is divided into several columns:

- Left Sidebar:** Contains navigation links such as "Tweet", "Search Twitter", "Home", "User", "Notifications", "judge eddie tr...", "Add column", "Collapse", "Accounts", "Settings", and a profile for "Cameron County EM @cameron\_county".
- Columns:**
  - User @cameron\_county:** Shows a tweet about "Works" with four photos of construction equipment.
  - Notifications @cameron\_co...:** Displays a retweet from "Tweader Retweeted" about a "Forecast Fire" map designating Cameron County as "high" to "very high" fire danger.
  - User @NWSBrownsville:** Shows a tweet from "NWS Brownsville" about a "Small Craft Advisory" for winds in the Laguna Madre and Gulf Waters.
  - Search judge eddie trevino:** Displays search results for "judge eddie trevino", including tweets from "Iris @Iris66420704" and "Steve Taylor @SteveTaylorRGG".



- **TWEETDECK.COM**

- **REAL-TIME TRACKING OF TWEETS ON MULTIPLE COLUMNS**  
(COLUMNS CAN BE RE-ARRANGED)
- **TRACK MULTIPLE USERS, HASHTAGS, NAMES, PLACES, TOPICS.**
- **MODIFY SEARCH VIA GEOGRAPHIC RADIUS**



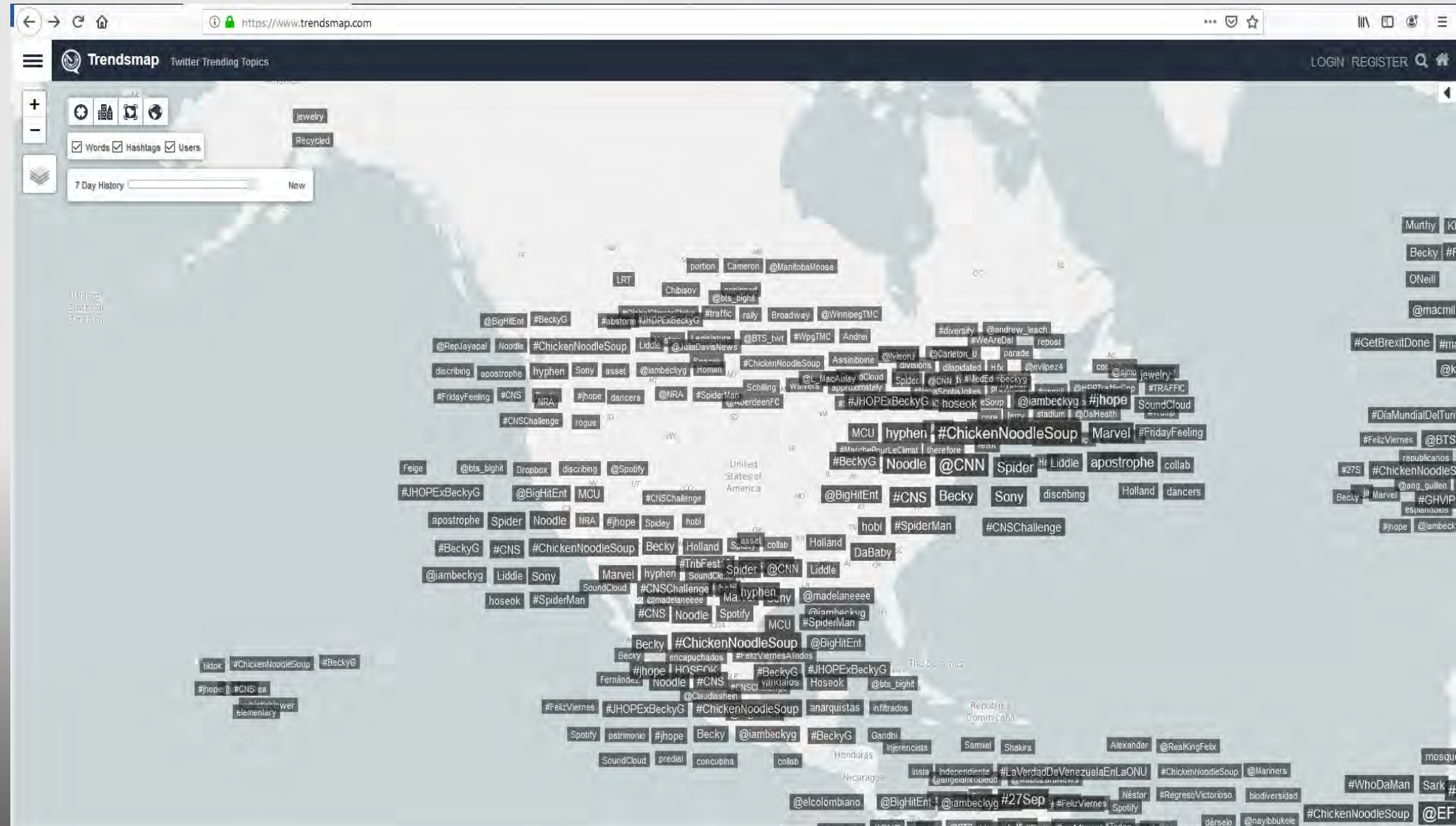
The screenshot displays the TweetDeck interface, a social media monitoring tool. The interface is divided into several columns:

- Left Column (Navigation):** Contains a search bar and a list of columns to be monitored. The columns listed are:
  - User @cameron\_county
  - Notifications @cameron\_county
  - User @NWSBrownsville
  - judge eddie tr... @cameron\_county
  - Home @cameron\_county
  - User @TXSFMO
  - User @AllHazardsTFS
  - User @TDEM
  - User @TxDOTPharr
  - + Add column
  - << Collapse
  - Accounts
  - Settings
  - Cameron County EM @cameron\_county
- Columns 2-5 (Content):** Each column displays tweets from the specified source.
  - Column 2 (User @cameron\_county):** Shows tweets from Cameron County EM, including a tweet about a "Forecast Fire" map designating Cameron County as "high" to "very high" fire danger rating, and a tweet about a "Small Craft Advisory" for winds.
  - Column 3 (Notifications @cameron\_county):** Shows notifications, including a tweet from Cameron County EM about a "Small Craft Advisory" for winds.
  - Column 4 (User @NWSBrownsville):** Shows tweets from NWS Brownsville, including a tweet about a "Small Craft Advisory" for winds and a tweet about a "Small Craft Advisory" for winds.
  - Column 5 (judge eddie tr... @cameron\_county):** Shows tweets from Judge Eddie Treviño, including a tweet about a "Small Craft Advisory" for winds.



# SOCIAL MEDIA MONITORING TOOL (TWITTER)

- **TRENDSMAP.COM**
- **FREE ACCESS**
- **BROADCAST LOCATION OF "TWITTER" USERS**  
(IF USERS ARE NOT USING BUFFER)
- **SEARCH "TWEETS" BY GEOGRAPHIC LOCATION**







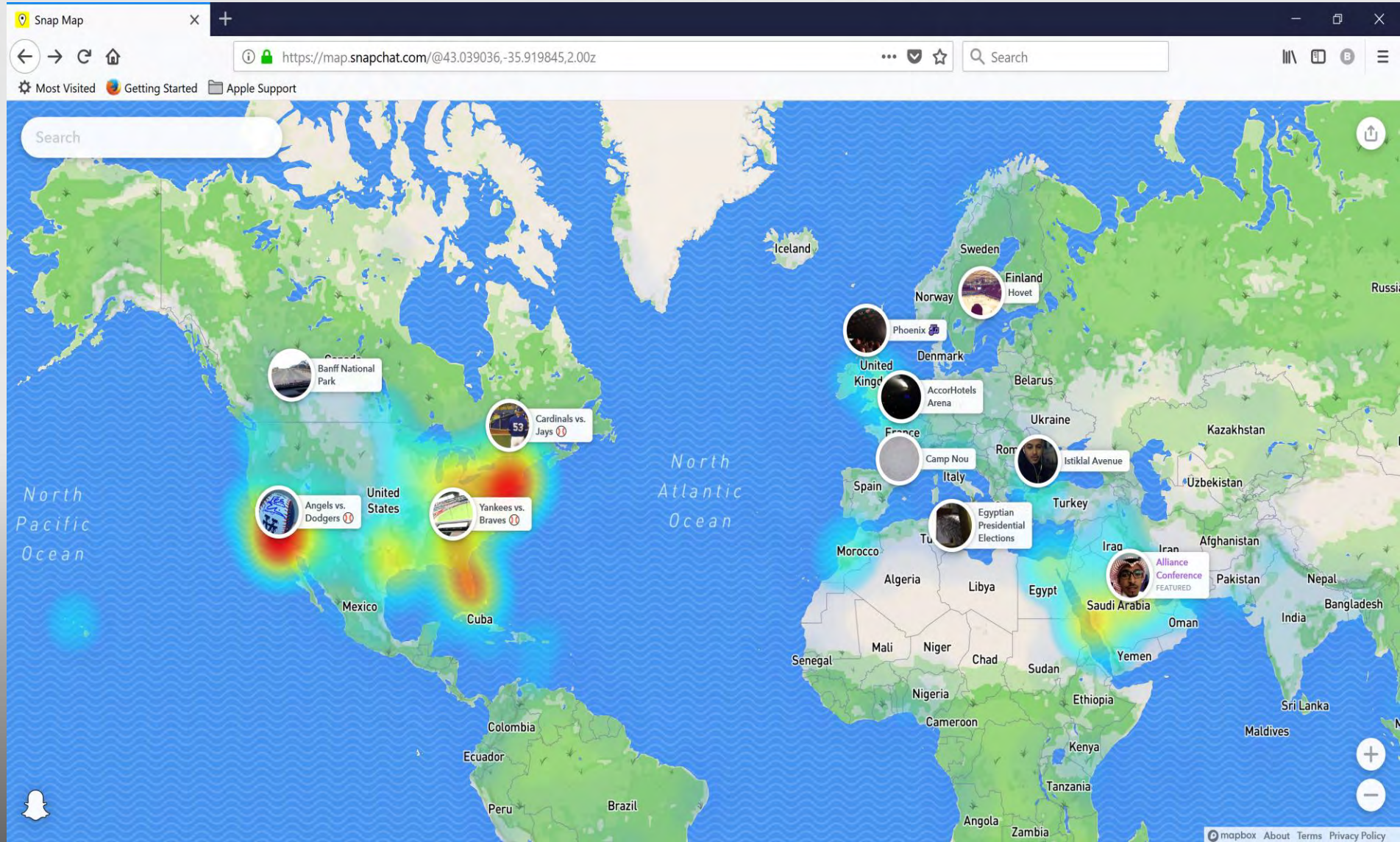
# SOCIAL MEDIA MONITORING TOOL (SNAPCHAT)

• **SNAPMAP.COM**

• **FREE ACCESS**

• **BROADCAST LOCATION OF "SNAPCHAT" USERS**  
(IF USERS LEAVE GEOTAGGING DEFAULT ENABLED)

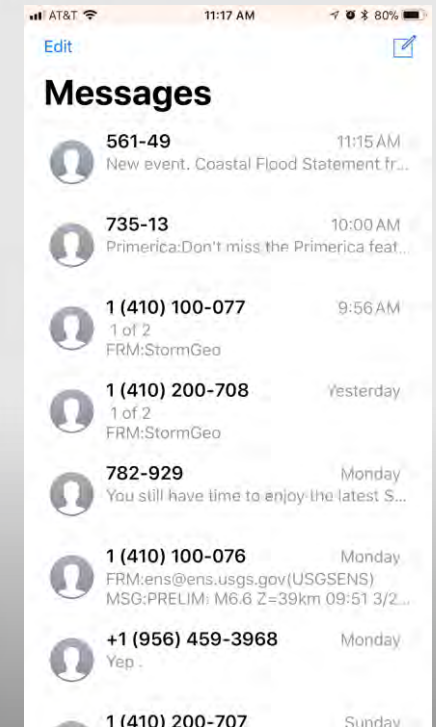
• **SEARCH "SNAPS" BY GEOGRAPHIC LOCATION**





# **SOCIAL MEDIA** EMERGENCY NOTIFICATION REMINDER: **INTERACTIVE N.W.S. (NATIONAL WEATHER SERVICE)**

- **INWS** (MOBILE DECISION SUPPORT SERVICE)
- **FREE** (INTERNET & MOBILE APP)
- **OFFICIAL NWS PRODUCT**
- **ALLOWS YOU TO RECEIVE CUSTOMIZED TEXT MESSAGES AND EMAIL ALERTS (SEVERE WEATHER WATCHES/WARNINGS)**
- **DECISION-MAKING TOOL FOR SEVERE WEATHER**
- **EXCLUSIVELY FOR EMERGENCY MANAGERS, COMMUNITY LEADERS, OTHER GOVERNMENTAL AGENCIES**



**[HTTPS://INWS.NCEP.NOAA.GOV/](https://inws.ncep.noaa.gov/)**



# **SOCIAL MEDIA OUTREACH: FOUR TAKEAWAYS**

- **COMMUNITY OUTREACH BEGINS WITH US. (PROACTIVE)**
- **WE HAVE A VESTED INTEREST IN REACHING OUT TO THE COMMUNITY. (INITIATIVE)**
- **ANY PHASE IS A GOOD TIME FOR COMMUNITY OUTREACH. (TIMING)**
- **IF NOT US, THEN WHO? IF NOT NOW, THEN WHEN? (ACTION)**



**What is one new thing (process or concept) that you learned today about this topic?**



# **THE FACES OF PREPAREDNESS: THE **SOCIAL MEDIA** FACTOR- YOUR AGENCY'S **SOCIAL MEDIA** FACE (FOR DISASTERS)**

**To exit my “LIVE” poll:...**

**Text this message: **LEAVE****

**To this text number:  
**22333****



**PollEverywhere.com**

**Free Account**

**(for 25 respondents)**

# THE FACES OF PREPAREDNESS: THE **SOCIAL MEDIA** FACTOR- YOUR AGENCY'S **SOCIAL MEDIA** FACE (FOR DISASTERS)

**Nathan Flores,**

**Emergency Management Planner  
(Social Media Coordinator)**

**Eddie Treviño, Jr.,  
Emergency Management Director**

**Tom Hushen,  
Emergency Management Coordinator**

**Cameron County Judge's Office- Division of Emergency  
Management & Fire Marshal Service**

**[nat.flores@co.cameron.tx.us](mailto:nat.flores@co.cameron.tx.us) 956.547.7000**

**[www.cameron.tx.us](http://www.cameron.tx.us)**

**Twitter/Instagram: [cameron\\_county](#)**

**Facebook: [cameroncountyem](#)**



**Scan above with your QR mobile app  
to visit the Emergency Management  
agency Web page**