

Crisis & Emergency Management, Now and Beyond 2011



THE UNIVERSITY OF
MELBOURNE

Communications..... A Thought Provoking Session.

Matt Bennett

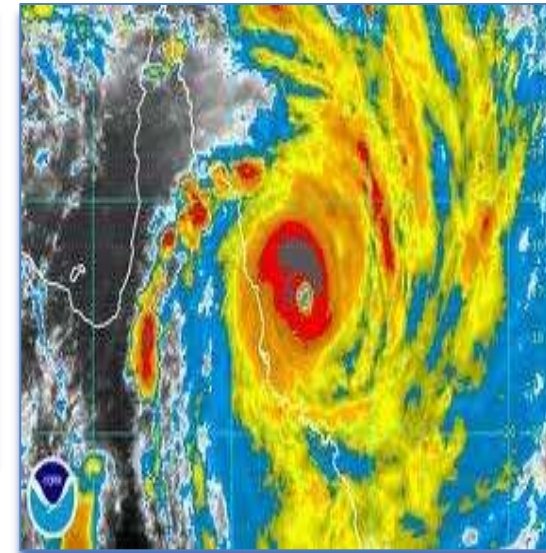
Crisis & Emergency Management Coordinator

Go Blues !!!!!





It CAN Happen to you !!



UQ News Online

Published: 22 January 2013

UQ's St Lucia campus experiencing low-level flooding

Electricity has been reconnected to The University of Queensland's (UQ) St Lucia campus after a power outage earlier tonight (12/1/2013).

The University's back-up power generators kicked in when electricity was cut at 6.30pm, but full services were resumed shortly after 8pm.

Although UQ's St Lucia campus was officially closed today, a team of almost 40 staff from UQ's Security and Property & Facilities sections have been working since dawn to secure facilities and minimise flood damage on the campus.

The majority of The University's buildings are not flood affected, however low lying sports grounds and some buildings are experiencing low-level inundation.

Staff used boats to rescue floating solar panels that had been stacked ready for installation on the UQ Centre. Marine science research boats that were sitting on their trailers this morning have been secured so they can float on the rising flood waters, but not float away.

The train is stationed at the campus tonight as floodwaters continue to rise, with a peak expected around 4am tomorrow morning.



Floodwaters over Gladstone Road at UQ's St Lucia campus. Picture: Geoff Daniels.



Friday, August 5, 2005, 4:11pm (AEST)

Explosion hits uni science lab

A laboratory explosion blew out three windows and sparked a fire at the Australian National University's (ANU) science building this afternoon. The fire is understood to have burned through the roof of the building. It is not clear what caused the explosion, which hit the third floor of the science building at 1:47pm AEST.

Ambulance officers assessed four people from nearby buildings but they did not need treatment.

The fire brigade says smoke from the blaze was non-toxic.

Investigations into the cause are under way, as the clean-up continues.





What will you do?

Fairfax Digital NEWS | MYCAREER | DOMAIN | DRIVE | FINANCE | MOBILE |

Two shot dead, five wounded at Monash Uni

October 21 2002

- Two shot dead in tutorial room
- Two students crash tackle gunman
- Shooter of Asian appearance, armed with handguns
- Dead both of Asian appearance
- Classes cancelled
- Police make arrest
- Helpline phone numbers: 03 9545 6961 and 03 9545 6579



One of the victims receives treatment.

Two people are dead and five injured after a man armed with a number of handguns opened fire on a room of students at Monash University's Clayton campus today. Police say the man, aged in his mid-30s, was tackled by several people in the room.

Monash University 2002
2 dead, 5 injured



Virginia Tech 2007
33 Dead, 25 injured



Northern Illinois 2008
6 dead, 21 injured

Herald Sun

La Trobe Uni rocked by stabbing

- Jordana Hovav-natani
- Focus: Herald Sun
- May 08, 2007 12:00AM

A MASKED woman stabbed another woman inside a library toilet at La Trobe University's Bundoora campus this morning.

The woman in her 20s, from North Fitzroy, was seen leaving a trail of blood on the floor as she ran out of the toilets screaming. Ambulance spokeswoman Liama Cross said she had injuries to her upper body and was taken to the Royal Melbourne Hospital in a serious but stable condition.

SRC president Sarah Cole said people at the university were stunned.

"People are very worried at the moment and very shocked that something like this could happen at La Trobe," she said.

She said the university had a very strong community feeling because it was removed from the city.

"I don't think anyone feels this means that La Trobe is an unsafe place (but) people are obviously afraid to think that something like this could happen."

Police said the incident occurred about 11am and a woman was being held in custody but charges had not yet been laid.

Pro Vice-Chancellor (Equity and Student Services) Dr Kerry Ferguson said the university was limited in what it could say because the matter was in the hands of the police.

La Trobe University 2007, 1 student stabbed



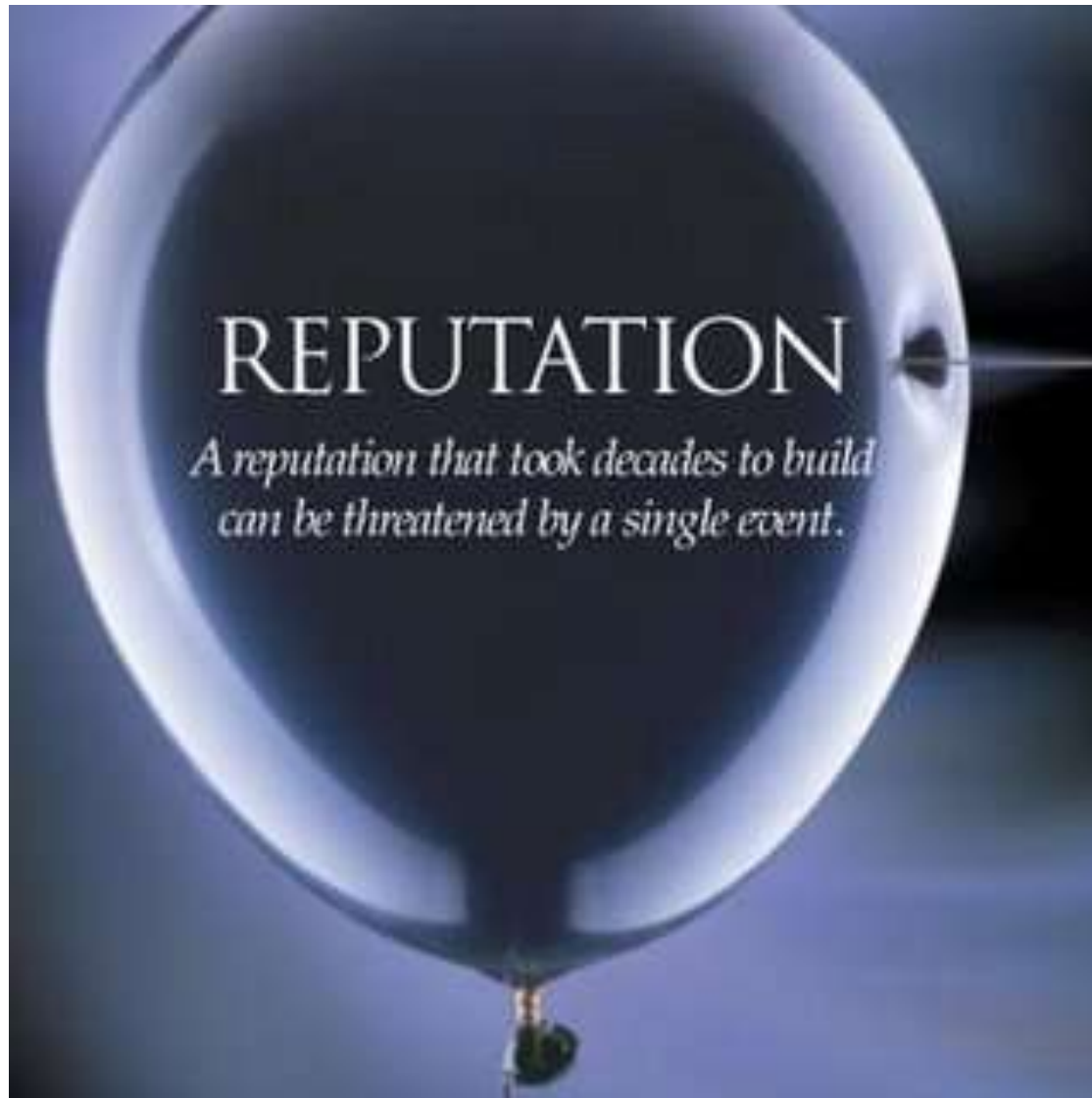
University of Alabama 2010
3 dead, 3 injured



WHEN THE INEVITABLE CRISIS OCCURS, YOU WILL BE ON THE FRONT PAGE OF EVERY MAJOR NEWSPAPER, YOU WILL BE LEADING EVERY NEWS BROADCAST NATIONALLY, POSSIBLY INTERNATIONALLY AND YOU HAVE NO CONTROL OVER THIS.

YOU DO HOWEVER, HAVE CONTROL OVER ONE VITAL FACTOR.....

***HOW YOU ARE PERCEIVED
TO HAVE HANDLED THE INCIDENT.***





Communication Strategy

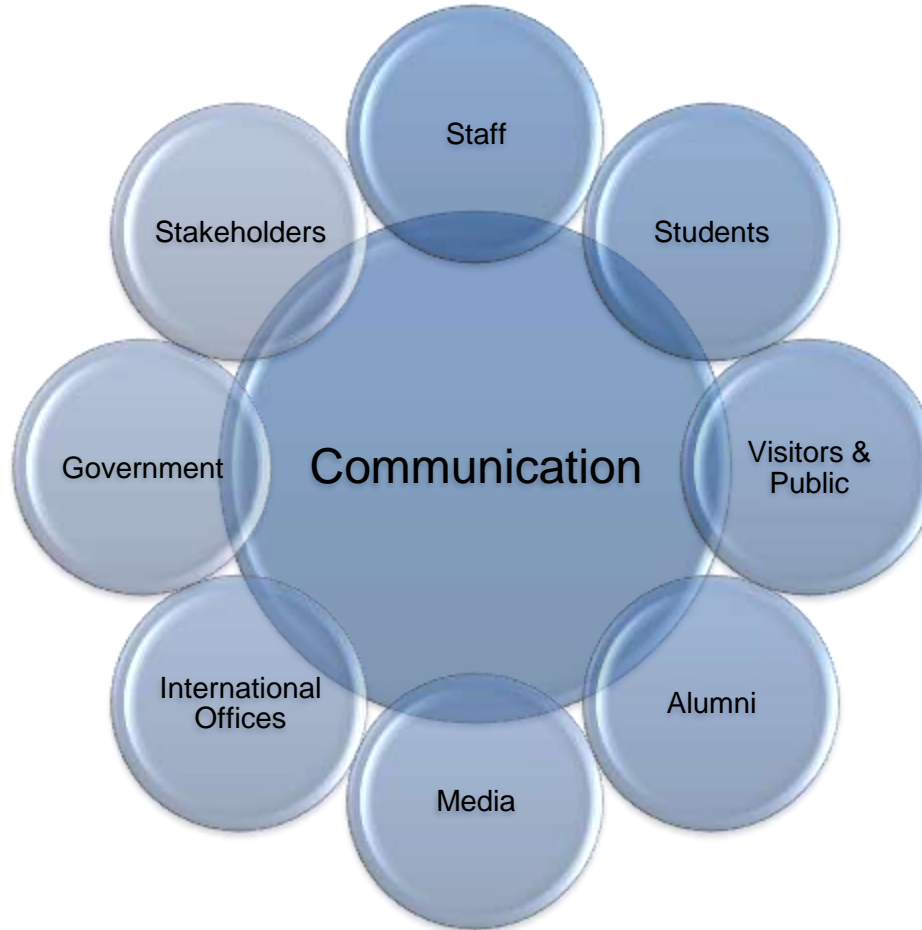
How?

When?



Why?

Where?

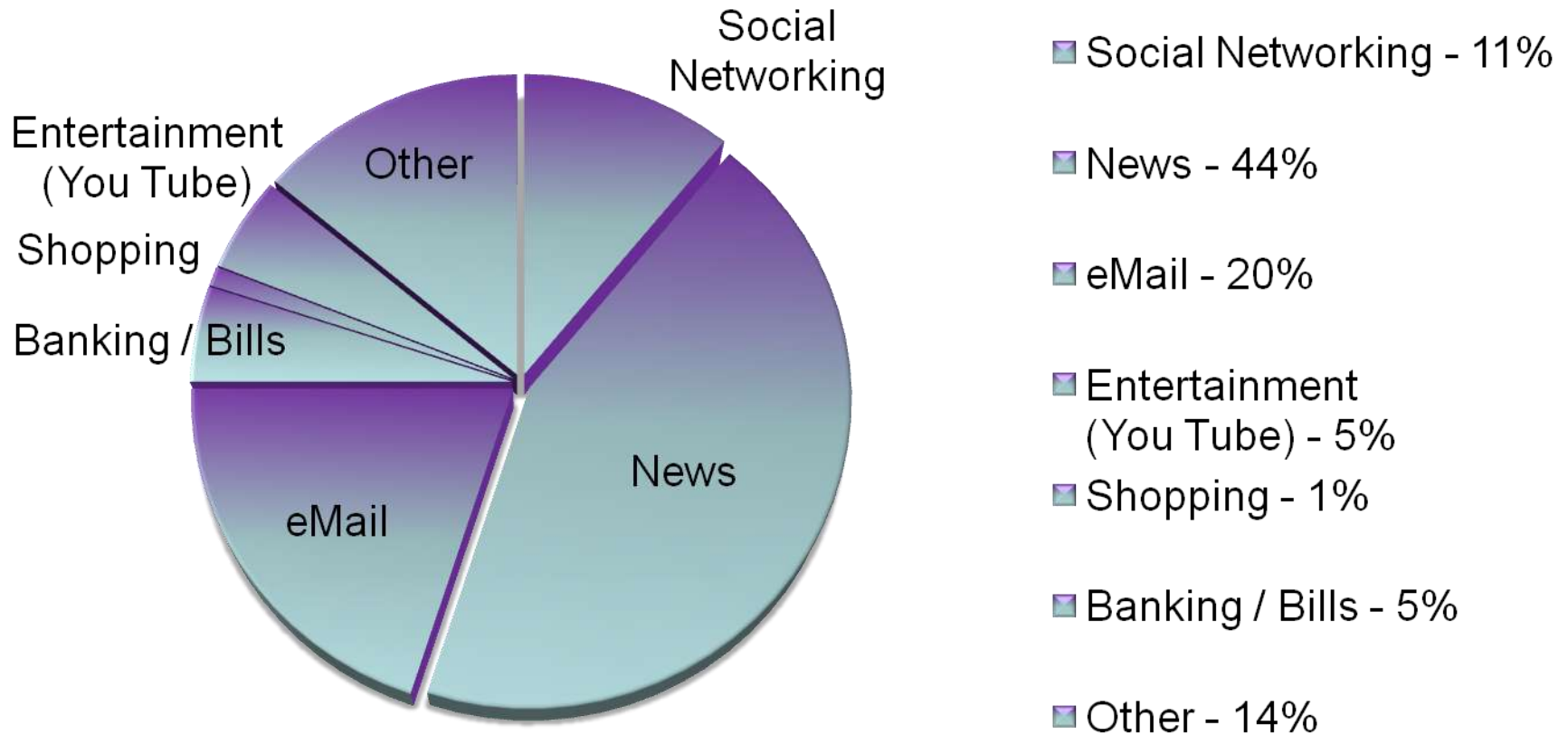


Which vehicle is suitable for which stakeholder?

Communication Mediums



Australian Internet Usage



Most Visited Australian Sites



1. Google (search engine)



2. Facebook (social networking)



3. You Tube (video sharing)



4. Wikipedia (online encyclopaedia)



5. EBay (online shopping)



6. Ninemsn (news / email / messaging)



7. Windows Live (email / messaging)



8. Blogger (blog publishing)



9. Bing (search engine)



10. Yahoo (news / email)



Do you join the Social media Bandwagon?



The facts and figures say..... **Yes**

Why Social Media?

twitter



- Established in 2006
- 2008 – 3 million user accounts
- 2009 – 8 million user accounts
- 2011 – 225 million user accounts
- 25+ Billion tweets in 2010, avg 750 / sec
- 4000 tweets / sec in minutes post Bin Laden death
- 10/5/11 US Secret Service created an account.

Twitter.com

- 500+ million accounts
- 250 million active users access on mobile devices
- Average user has 130 friends
- 85% (425 mill) college / uni students
- 50% active users log in every day
- 30 Billion pieces of content shared every month

Facebook.com





163,000



9,000

2010 QPS Child Abduction Alert

Conventional
Media

12 Mins

Facebook

15,000
re-posts

“Not just a silly toy”

QPS Media Director, Ms Kim Charlton

eGov AU

Craig Thomler's professional blog

Queensland Police demonstrate best practice emergency communications management via social media

The floods across Queensland, and in other parts of Australia, over the past few months have been a national tragedy.

They have also been a wake-up call to communications and media professionals across government on how to effectively inform and engage the public via social media.

Queensland Police, through their twitter account, [@QPSMedia](#), Facebook page, Queensland Police and YouTube channel, have demonstrated world's best practice emergency communications management through social media.



facebook

Sign Up Facebook helps you connect and share with the people in your life.

The University of Melbourne Like

Education · Parkville, Victoria, Australia

Wall The University of Melbourne · Top Posts

The University of Melbourne
"Adding Breadth" to Specialist Degrees in Australia". The New York Times takes a closer look the Melbourne Model.

Adding "Breadth" to Specialist Degrees in Australia
www.nytimes.com

35 hours ago · Like · Comment

Hanali Kurniasjaja, Devin Haetzl, Ashath Lathya and 15 others like this.

View all 2 comments

3 Minute Thesis Competition
Registration for the University 3 Minute Thesis Competition (3MT) have been extended until midnight on Sunday 26 June. Register now to avoid disappointment!
www.gradresearch.unimelb.edu.au/3MT

3MT | Melbourne School of Graduate Research · The University of Melbourne
www.gradresearch.unimelb.edu.au

Academic Enrichment: Opportunities, Programs & Services at the Melbourne School of Graduate Research, the University of Melbourne.

22 hours ago · Like · Comment

Yufei Zhang
Hi everyone! I'm a current yr 12 student in Brisbane. Would anyone be able to tell me am I right that Uni of Mel does not offer law degree to undergraduates? Also, if I do an undergraduate degree here at UQ, will I be able to apply to UoM afterwards?? Thanks a million!!!

17 hours ago via iPhone · Like · Comment

The University of Melbourne
The Festival of Ideas is over for another 2 years. Did you attend any sessions? What did you think?

21 hours ago · Like · Comment

Hanali Kurniasjaja, Carlos Alberto Bolaños-Alfonso, Zoe Aguilera and 7 others like this.

View all 6 comments

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Questions

About
Welcome to the official University of Melbourne Facebook page. Like us to...

13,372 people like this



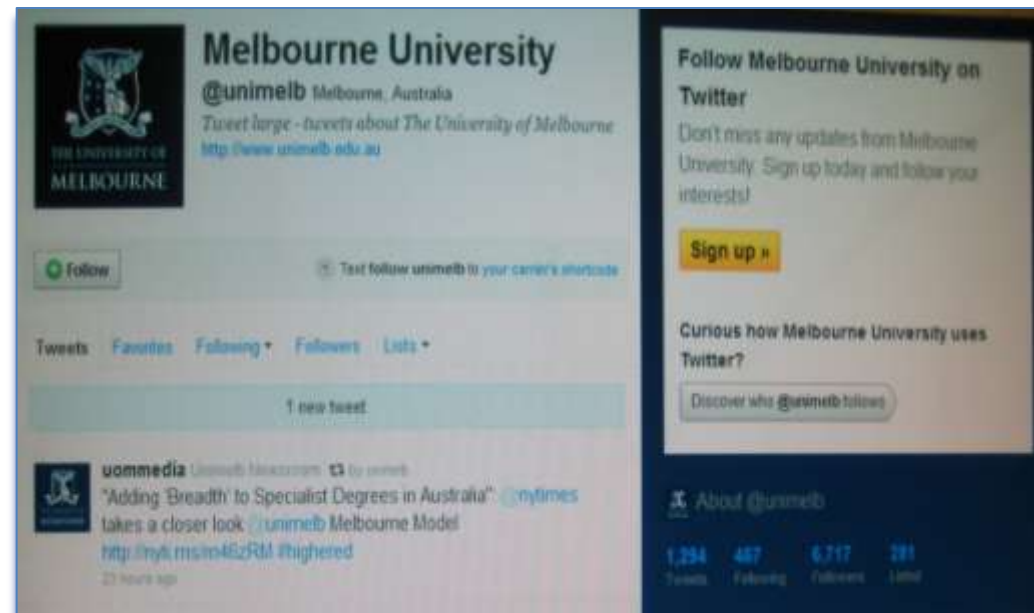
13,372



6,717

May 2011, 50 Posts & 678,589 Post Views

YTD, 2,500,000+ Post Views



Melbourne University
@unimelb Melbourne, Australia

Tweet large - tweets about The University of Melbourne
<http://www.unimelb.edu.au>

Follow Text follow unimelb to your carrier's shortcode

Tweets Favories Following * Followers Lists *

1 new tweet

uomedia Unimelb Melbourne 13 to connect
"Adding Breadth" to Specialist Degrees in Australia". @nytimes takes a closer look @unimelb Melbourne Model
<http://nyk.msnm45zRM#highered>

21 hours ago

Follow Melbourne University on Twitter
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Sign up »

Curious how Melbourne University uses Twitter?
Discover who @unimelb follows

About @unimelb

1,294 487 6,717 381
Tweets Following Followers Lists

- Social Media has grown to such a phenomenon that it can no longer be ignored.
- It certainly has its positives, just ensure you can identify and control the negatives should they occur.
- Network Communication Strategies & Technology Mediums.
- I hope this presentation has provoked some thought and discussion over the best methods of emergency communications at your higher education institution.



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Questions?