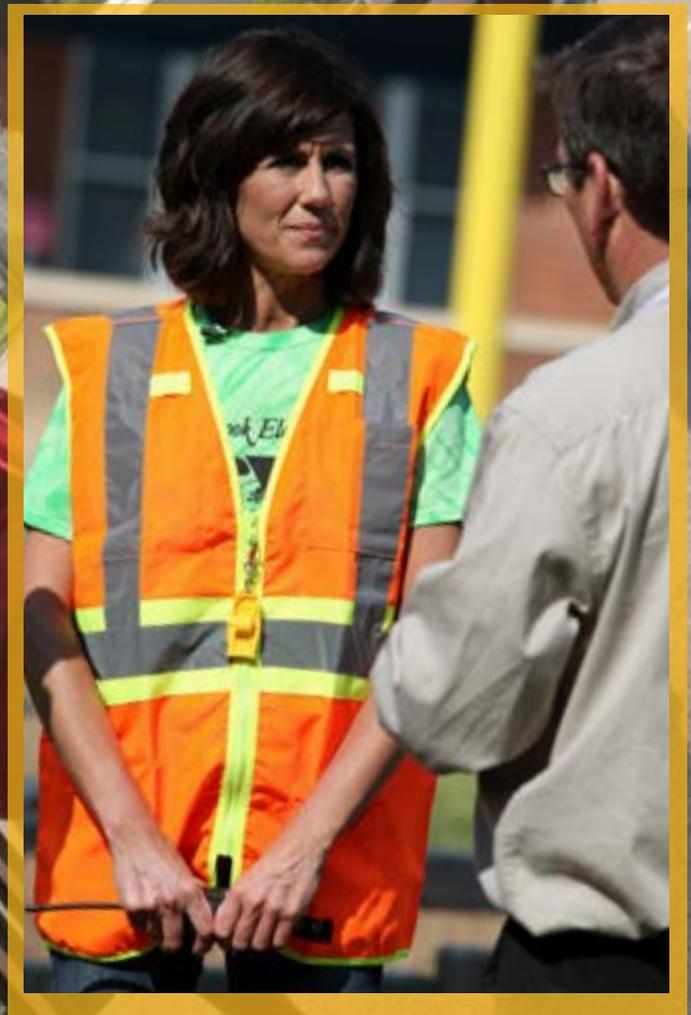




School Safety Monthly

April/May 2016

**Will Your Crisis Plans Survive
Social Media - Every Day?**



Photos: Rachel Wilson



Message from the Editor



It's all around us. None of us really wants it, and yet we are part of it. Like it or not, social media is here to stay. What used to be a fun diversion for those of us with "free time" (ha-ha, right?) is now an integral part of our lives whether we like it or not. You may not use social media personally, but you have undoubtedly been affected by it. In fact, you probably have at least one social media account, if not two or more.

Whether or not social media has had a positive effect on society or not we cannot say. But what is certain is that it is changing the environment of education. Instant messaging and e-mail have been around for decades, with bullying and threats of violence taking place in that venue from

time to time. The difference today is the level of connectedness of our young people and the critical importance it plays in many of their lives. The bullying and other social 'rites of passage' that used to take place in the school hallways and bathrooms now extends to the virtual world, which can be limitless.

This edition of School Safety Monthly attempts to tackle a few of the basics around social media for those new to it and also provide a few tips for those of you who already have a good grasp of it. We cover some fundamentals for incorporating social media into our emergency preparedness and crisis response as well.

We are also highlighting a few interesting training opportunities for the summer, including the venerable Campus Safety East conference where our Executive Director Michael Dorn and his son Chris Dorn will be presenting at a full day pre-conference session, which will cover a variety of topics including social media

for schools. But before that there are a few other chances to see Michael Dorn. He will appear in a webinar on May 30th where he will address school threat assessment in one hour with time for Q&A at the end.

If you're looking for an international trip this summer with a unique learning opportunity, Dr. Randy Atlas joins Mike at "Safety by Design", a 3-day conference at the end of June in Trinidad-Tobago. In addition to learning solid up-to-date information on Crime Prevention Through Environmental Design and school emergency preparedness, I'm sure there will be plenty of opportunities for learning about schools in another culture.

We hope you enjoy this issue of School Safety Monthly and that you have a great summer planned. As always, we welcome your feedback. See you in June!

-Rachel



Photo: Rachel Wilson



Keeping Schools Safe with Social Media

by Chris Dorn and Rachel Wilson

Social media is not only a new context in which we must operate but is a completely new environment that exists in parallel to the real world. It is a double-edged sword: both a magnet for teenagers and those with short attention spans, and also the quickest way to communicate with the public.

There are so many applications for social media that the possibilities are nearly endless. From communicating with the public during a crisis, to enhancing internal communications among first responders, social media brings an entirely new paradigm to the concept of communications. In addition to the public uses of social media, for example Google's wildfire mapping program and Facebook's Safety Check feature, there is also a federal intranet social media platform for government and first responders to use before, during and after a crisis – the Homeland Security Information Network. Links to these tools are included at the end of this article.

Here are a few of the basic concepts to be aware of, in addition to the Social Media 101 information included elsewhere in this newsletter.

First, you should have a social media presence with at least two of the main social media networks, such as Facebook or Twitter. Make sure you monitor these accounts closely by including them in your day to

day activities (as appropriate) and in your crisis planning response. Here are a few different ways to handle this:

- The PIO handles all social media, along with traditional messaging.
- An assistant/2nd PIO handles all social media.
- A team of social media jockeys uses the 'divide and conquer' approach (often necessary during a large scale crisis)

In general, you should be able to operate under your standard crisis communications procedures, but remember that you are in a fluid environment with all the pros and cons of the Internet surrounding it. This includes a much shorter news cycle than we are used to, where new information arrives each minute. Incorporate social media into your crisis plans to begin with and things will go much more smoothly.

A list of preparedness activities you can do to integrate social media into your planning:

- Incorporate social media into your unified command structure, planning and logistics.
- Include social media in your press releases, and have the social media contact information for key news networks.
- Be prepared to implement a team approach for social media during a crisis (including personnel changes between each operational period)
- Consider your tone, especially when discussing injuries and deaths. Emotion is

much more difficult to convey with text alone. Consider video press releases for incredibly difficult topics.

- Be just as clear and consistent in social media messaging as with other forms of communications.
- Remember to shut off any automatic posts to social media that might conflict with the tone of an ongoing crisis.
- Consider developing scripts for generic, as well as commonplace, incidents in advance.
- Select the press staging area with the background in mind – so that you can control the image and avoid awkward moments behind the speaker. This is particularly important in an era where everyone has the ability to take photo and video at any moment.

Here are a few examples of really cool applications of social media for emergencies:

Google's
Active Wildfire Mapping:
activefiremaps.fs.fed.us/googleearth.php

Facebook's
Disaster Safety Check:
facebook.com/about/safetycheck/

Homeland Security Information
Network:
dhs.gov/homelandsecurityinformation-networkhsin



How Well Do You Know Your Social Media?

While your level of involvement with social media will depend on the amount of time you have to dedicate to it, there are a few basics you should be aware of.

You should have an account with, or at least monitor, each of the following networks, since people are probably talking about you on them:

- Facebook
- Twitter
- Instagram
- Youtube

You should at least be AWARE of the following apps/networks, which are also being used by students and you may encounter these during an emergency:

- Facetime
- Google chat
- Kik
- Periscope
- Skype
- Snapchat
- Vimeo
- WhatsApp
- Yik-yak

Lastly, do you know what these terms mean?

- Post
- Like
- Follow
- Share
- Direct Message
- Tweet
- Re-tweet
- Snap
- Instagraming
- Pin
- Block
- Troll
- Flame war
- Swatting
- Anonymous (The organization)

For more information on any of these terms, or the social networks mentioned in this issue, a little research using your favorite search engine (www.google.com, www.bing.com, etc.) will yield quick results.



Photo: Rachel Wilson



Featured Training Opportunities

Campus Safety Conference East • National Harbor, MD, July 25th-26th, 2016

Campus Safety East is a 2-day intense conference for school safety and security professionals. Regular attendees include school officials, public safety personnel, security and law enforcement executives and others from around the country looking for ways to enhance safety, security and emergency management on their campuses. Michael Dorn and Chris Dorn will be presenting a special pre-conference one-day workshop on July 25th.

Campus Safety magazine is the leading trade publication for campus police chiefs, security directors, IT personnel, emergency managers and administrators involved in the public safety and security of schools, universities and hospitals. Early bird registration is still available for \$345 until May 20th, 2016! For more information and to register, visit: <http://campussafetyconference.com/east/attend>

School Safety by Design • Trinidad & Tobago, June 28th-30th, 2016

For those of you who have attended all the regular trainings and conferences you see year after year, this conference offers a unique opportunity. Based on international security design conferences but modified to fit the unique conditions of Trinidad-Tobago, this conference will help participants design schools that are safer and more prepared for events ranging from bullying and fights to unlikely but catastrophic events like school shootings and acts of terrorism. This event will feature Safe Havens International Executive Director Michael S. Dorn and renowned CPTED expert Dr. Randy Atlas.

While this conference will be incredibly useful to school security professionals working in an environment like Trinidad & Tobago, it will also bear practical and cutting edge information that can be applied in any school. This is also an excellent chance for safety and security vendors to share their solutions with a new market. The conference will take place from June 28th to 30th in St. Augustine. The cost for international participants is USD \$425.00 for the three (3) days of the Conference. To register, visit: <http://www.corefoundationtt.com/school-safety-design/>

Campus Threat Assessment Strategies for Schools & Higher Ed • Webinar, May 30, 2016, 1PM ET

Learn from Michael Dorn and get the chance to ask him questions without leaving your office in this one-hour webinar on school threats. This is a great opportunity to get up to date information, including lessons learned from the Safe Havens International After Action Review of the Arapahoe High School shooting, where threat assessment played a key part of the story.

For more information, and to register, visit: <https://goo.gl/3NuyrX>



Photo: Rachel Wilson



Photo of the Month: Outdoor Student Supervision

Pop quiz:

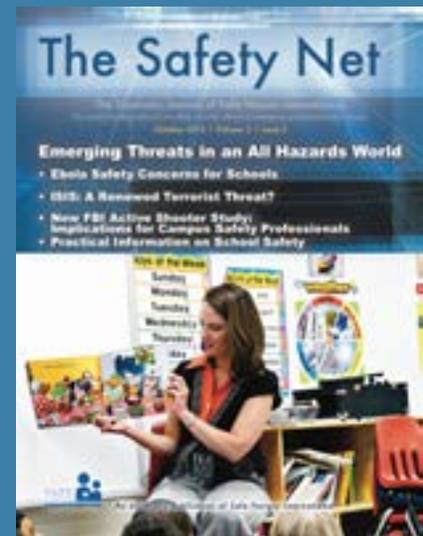
1. Where are the adults in this photo?
2. How many staff members are there?
3. How different might this look if staff were provided safety vests in school colors to wear while on outside duty?



Rachel Wilson/Safe Havens International

The Safety Net

In addition to School Safety Monthly, Safe Havens International also publishes an annual electronic journal titled The Safety Net. This is a more in-depth publication that allows for a longer format of articles and a detailed look at topics related to school safety, school security, emergency preparedness for schools, safe school design, building climate, safe school culture and school law enforcement concepts. If you are on the mailing list for School Safety Monthly you will also receive new issues of The Safety Net. If you are not already a subscriber, click here to sign up: <http://www.safehavensinternational.org/newsletter>



School Safety Monthly

[Chris Dorn](#).....Editor-in-Chief

Rachel Wilson.....Editor & Art Director

[Michael Dorn](#).....Executive Director

For submissions or reproduction rights, please visit our website and use the "Contact Us" link:

www.safehavensinternational.org



Want more?

Follow us on social media:

 [Facebook.com/SafeHavensIntl](https://www.facebook.com/SafeHavensIntl)

 [@SafeHavensIntl](https://twitter.com/SafeHavensIntl)

 [Vimeo.com/safehavensintl/](https://vimeo.com/safehavensintl/)

 [Youtube.com/SafeHavensIntl](https://www.youtube.com/SafeHavensIntl)

 [Safe Havens International](https://www.linkedin.com/company/Safe-Havens-International)