Social Media Data Mining & Other Tools

Stefanie Bond
Iowa Department of Homeland Security & Emergency Management
Basic search components
Boolean search operators

• AND
• OR
• NOT
Boolean search *modifiers*

- “QUOTATION MARKS”
- (PARENTHESES)
-ASTERISK *
Geocoding

41.711678, -93.612189
Geocoding  

http://en.mygeoposition.com
Geocoding

http://www.whatsmygps.com
Geocoding

https://www.latlong.net
Geocoding
Advanced searching
Twitter
Twitter lists

Iowa Homeland Security & Emergency Management

Create a list
A list is a curated group of Twitter users and a great way to organize your interests. Learn more

Create new list

Your Tweet activity
Your Tweets earned 5,186 impressions over the last week
NWS & NOAA
A private list by Iowa HSEM
Various National Weather Service and NOAA accounts.

Members 7
Subscribers 0

More lists by @IowaHSEM:
View all
Mark Schutson
IA Weather
Other
NWS & NOAA
Social Media related
DHS & FEMA
HSSEM Organizations
IA Cities
US Government
World Media
IA Counties
IA State Government
National News Media
IA News Media
State HSSEM accounts
Create new list

Tweets
NWS @NWS - 9m
The winds are strong and conditions are very dry. Critical Fire Weather threat in southwest California.

NWS Hanford @NWSHanford
Winds currently gusting 40 to 50 mph along I-8 from the town of Grapevine to Lebec. Drive with caution. #cwx

NWS Sioux Falls @NWSSiouxFalls - 21m
Here are some tips to prepare for the chilly night ahead, lasting into Tuesday morning. Temps at many places below freezing 2 am to 9 am.

Preparing for the Chilly Weather

- Bring potted plants inside your house, into your garage, or at least into a better protected place.
- Cover sensitive plants. Use a sheet, box, or bucket. Remember to uncover during the day.
- Wear a hat. Up to 10% of your body heat can escape if your head is uncovered.
- Wear mittens, or gloves. Mittens are better at preventing frostbite to your fingers.
- Wear a coat. Keeping your body warm is important, especially as the cold season is just beginning.
- Be sure to drink plenty of fluids. Dehydrating can make your body feel colder.
Facebook
Facebook Search Top?&hurricane%20nate%202017

Filter Results

POSTED BY
- Anyone
- You
- Your Friends
- Your Friends and Groups
  - Choose a Source...

POSTED IN GROUP
- Any group
- Your Groups
- Choose a Group...

TAGGED LOCATION
- Anywhere
- West Ossineke, Michigan
- Above Iowa
- Below Iowa
- Choose a Location...

DATE POSTED
- Any date
- 2022
- 2021
- 2020
- 2019
- 2018
- 2017
- 2016
- 2015
- Choose a Date...

HURRICANE NATE 2017
Community - 254,684 likes
News and information gathered by first responders, military and civilian volunteers.

HURRICANE NATE 2017
5.0 ★★★★★ (7)
Event - 1.0K likes This is
Information about Hurricane Nate

Posts after Hurricane Nate
This morning, just a few hours removed from a
8:41 PM
3.931 views

NG: Hurricane #Nate has made landfall near the
Mississippi River, according to the National
20:44 PM
644 views

Storm surge Point Cadet, Biloxi, MS from Hurricane
Breakingweather @accuweather
20:45 PM
423 views

Roo Tinner Extreme Meteorologist
20:45 PM
2 views

Chat (24)
Facebook
Facebook

.filter results

sort by
  - top posts
  - most recent

posted by
  - anyone
  - you
  - your friends
  - your friends and groups

posted in group
  - any group
  - your groups
  - choose a group

tagged location
  - anywhere
  - west olds monticello, louisiana
  - adair, iowa
  - choose a location

date posted
  - any date

End of results

Louisiana National Guard is at "Mercedes-Benz Superdome"

The National Guard is always trained and prepared for the call. As Hurricane Nate makes its way toward Louisiana, some Guardsmen are staging at... See more

Hurricane Nate 2017

www.blogs.com

307

19 comments 103 shares

Trending

Y.A. Tittle

Hall of Fame quarterback Y.A. Tittle dies at 90 -- post.gazette.com

Walmart

Walmart just proved it has a huge advantage over... -- businessinsider.com

Northern California

Fast-moving wildfires devour buildings in Northern California -- cnn.com

Maryl Streep

Streep and Dano speak out about... -- waramian.co.uk

Bob Corker

Sen. Bob Corker: Trump could bring about World War III -- msn.com

Dave

Dave apologizes for racially insensitive... -- dallasnews.com

Newton County, Georgia

Father in police custody after 2-week-old baby found dead in... -- journal-news.com

Dianne Feinstein

Democratic Senator Feinstein, 84, 'all in' on re-election -- reuters.com

Ivana Trump

Melania Trump hits back at Ivana for calling herself the 'first lady.' -- tmz.com

Richard Thaler

Nugget: Trump wins Nobel Prize -- bccnews.com

Learn More

English (US) -- Español

Dialogue (15) -- Chat (15)
Monitoring
Google Alerts
Google Alerts

Alerts
Monitor the web for interesting new content

Create an alert about...

My alerts (3)

"Iowa * Homeland Security and Emergency..."

"Iowa" AND (disaster OR storm OR flood OR..."

("Stephanie Bond" OR "Stefanie Bond") AN..."
Google Alerts

Alerts

Monitor the world according to your interests.

*Puerto Rico* + disaster OR FEMA

This will create an email alert for stefanie.bond@iowa.gov.

Create Alert  Show options

Alert preview

**NEWS**

FEMA actually can stay in Puerto Rico indefinitely

CNN

(CNN) President Donald Trump tweeted that first responders can't stay in Puerto Rico "forever," but if history is any indicator, they can definitely stay ...

With 80% of Puerto Rico still without power. Trump says FEMA can't stay "forever" – USA TODAY TODAY
Google Alerts

Monitor the web for interesting new content

Search: "Puerto Rico" + disaster OR FEMA

- How often: At most once a day
- Sources: Automatic
- Language: English
- Region: Any Region
- How many: Only the best results
- Deliver to: stefanie.bond@iowa.gov

Create Alert
Hootsuite
Hootsuite Accounts

- Free
- Pro ($9.99/month)
- Business ($499/month)
- Enterprise ($$$$$)
Hootsuite 🦉 **FREE**

- 3 social profiles
- Basic analytics report
- Message scheduling
Hootsuite PRO

• Up to 50 social profiles
• 1 enhanced analytics report
• Bulk message scheduling
• 2 users included, up to 10 possible
• Access to premium apps
Mike Larkin @mikellarkinpromo
When crisis hits - communication is key - Translators without Borders Blog
# languagetranslation gotchastream.com/v/2952358456

Shelly Vroegh @shellylee
Thanks @Denison_CSD for showing us all the amazing things you have going on...truly an honor.

Ryan Wise @ryanwise
So much to appreciate in @Denison_CSD! The arts are alive, new comers are supported, and teachers are collaborating to help students learn.
Hootsuite

- Streams
- Publisher
- Stats
- Notifications
- Settings
- Help
- Send Feedback
Hootsuite 🦉

**HSEMD Twitter**

**IowaHSEMD**
State of Iowa deploys employees to assist w/hurricane response. [homelandsecurity.iowa.gov](http://homelandsecurity.iowa.gov) (Photo 1 of HSEMD's Dennis Harper, Pat Hall.)

**IowaHSEMD**
A session at HSEMD's conference (Oct. 16-17) will cover the process of acquiring a drone & managing a drone program. [ow.ly/Ze2h30ftkZj](http://ow.ly/Ze2h30ftkZj)
Hootsuite

Notification settings

Pending Approvals
Notify you when there are po...

Social Networks

IAWaterApprch
Direct Messages & Retweets & Quot...

IowaHSEMD
Mentions & Direct Messages & Retw...
Hootsuite
It was a windy day across the region! Leading the way was...Madison!
#NotAlwaysWinderInMarshall
Add a List column

Search

YOUR LISTS
- FEMA by iowa HSEM
  - Various FEMA accounts
    - 17 members
- HSEM Organizations by I
  - Various homeland security and emergency management organizations
    - 37 members
- IA Cities by Iowa HSEM
  - A collection of accounts from Iowa cities
    - 10 members
- IA Counties by Iowa HSEM
  - A collection of accounts from Iowa counties
    - 60 members

Create a new list, or select an existing list to edit or add a column.
Sharing information
Within your organization
Scheduling
Scheduling
Tips & tricks
Messaging
Response Assistant

Send Instant Replies to anyone who messages your Page

Instant Replies are a good way to let people know that you’ll respond soon

"Thank you for messaging us, Stefanie! This account is not monitored 24/7, nor is it meant for reporting emergencies. If you have an emergency, please contact 911. We will get back to you as soon as possible." *

Response Time

Currently set to "Typically replies within an hour"

Stay responsive when you can’t get to your computer or phone

Let customers know that you will respond soon and keep your responsiveness rating, any time you’re away

"Thanks for your message. We will get back to you soon." *

Show a Messenger Greeting

Create a greeting that people will see the first time they open a conversation with you on Messenger.

Chat (19)
More on Facebook
On Facebook
Videos: Facebook vs. YouTube
Accessibility
Accessibility
Accessibility

FEMA @fema · Oct 8
Want to help with #Maria recovery in Puerto Rico & USVI? Cash is best. It lets trusted orgs fund areas most in need. nvoad.org/voad-members/n...

HOW TO HELP AFTER A DISASTER

The best way to help is with CASH DONATIONS to TRUSTED ORGANIZATIONS.

- Cash is efficient, flexible to use, and requires no packaging or transport.
- Trusted organizations will ensure your money goes to help those in need.
Accessibility
Accessibility
Accessibility
Accessibility
Accessibility
Accessibility
Last Thoughts...

- Pre-scripted/scheduled messaging
- Different messages for different platforms
- Policies and procedures
- Using images and video
Questions?
stefanie.bond@iowa.gov