
**Security and resilience — Emergency
management — Guidelines for the use
of social media in emergencies**

*Sécurité et résilience — Gestion des situations d'urgence — Lignes
directrices relatives à l'utilisation des réseaux sociaux dans les
situations d'urgence*



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Foreword

ISO (the International Organization for Standardization) is a worldwide federation of national standards bodies (ISO member bodies). The work of preparing International Standards is normally carried out through ISO technical committees. Each member body interested in a subject for which a technical committee has been established has the right to be represented on that committee. International organizations, governmental and non-governmental, in liaison with ISO, also take part in the work. ISO collaborates closely with the International Electrotechnical Commission (IEC) on all matters of electrotechnical standardization.

The procedures used to develop this document and those intended for its further maintenance are described in the ISO/IEC Directives, Part 1. In particular, the different approval criteria needed for the different types of ISO documents should be noted. This document was drafted in accordance with the editorial rules of the ISO/IEC Directives, Part 2 (see www.iso.org/directives).

Attention is drawn to the possibility that some of the elements of this document may be the subject of patent rights. ISO shall not be held responsible for identifying any or all such patent rights. Details of any patent rights identified during the development of the document will be in the Introduction and/or on the ISO list of patent declarations received (see www.iso.org/patents).

Any trade name used in this document is information given for the convenience of users and does not constitute an endorsement.

For an explanation of the voluntary nature of standards, the meaning of ISO specific terms and expressions related to conformity assessment, as well as information about ISO's adherence to the World Trade Organization (WTO) principles in the Technical Barriers to Trade (TBT), see www.iso.org/iso/foreword.html.

This document was prepared by Technical Committee ISO/TC 292, *Security and resilience*.

Any feedback or questions on this document should be directed to the user's national standards body. A complete listing of these bodies can be found at www.iso.org/members.html.

Introduction

Having effective communication among organizations and with the public are important aspects of emergency management. The emergence of social media, in addition to other media such as television, radio, and newspapers, has provided more communication options and enhanced communication capability, but it has also made communication more challenging.

It is important that organizations recognize their potential benefits and threats inherent when using social media in their communication strategy, including crisis communication. Social media can improve situational awareness and communication capability and help citizens support each other during an emergency or crisis. Social media can also spread inaccurate information regarding an incident and the response to an incident. Organizations that have the capability to monitor and use social media can take advantage of the potential benefits and counteract the potential negative consequences that can arise from social media.

This document provides guidance on how social media can be integrated into communication in emergency management.

Security and resilience — Emergency management — Guidelines for the use of social media in emergencies

1 Scope

This document gives guidance on the use of social media in emergency management. It gives guidance on how organizations and the public can use, and interact through, social media before, during and after an incident as well as how social media can support the work of emergency services.

This document is applicable to governmental and non-governmental organizations involved in emergency management and crisis communication.

2 Normative references

The following documents are referred to in the text in such a way that some or all of their content constitutes requirements of this document. For dated references, only the edition cited applies. For undated references, the latest edition of the referenced document (including any amendments) applies.

ISO 22300, *Security and resilience — Vocabulary*

3 Terms and definitions

For the purposes of this document, the terms and definitions given in ISO 22300 and the following apply.

ISO and IEC maintain terminological databases for use in standardization at the following addresses:

- ISO Online browsing platform: available at <https://www.iso.org/obp>
- IEC Electropedia: available at <http://www.electropedia.org/>

3.1

social media

online technologies and practices that people use to share opinions, insights, experiences and perspectives with each other, transforming traditional one-to-many interactions into many-to-many interactions

3.2

inaccurate information

information that is false

Note 1 to entry: Inaccurate information may be spread purposefully or without purpose.

Note 2 to entry: The scientific term “misinformation” includes inaccurate information that is spread without purpose.

3.3

purposefully misleading information

inaccurate information (3.2) that was distributed purposely or intentionally omitted information or intentionally modified information

Note 1 to entry: The scientific term is “disinformation”.