



**SCEMD**



**Communication.2019**  
Southeast REP Workshop

# Generational Gap



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- Boomers – traditional AND social media
  - Printed materials, legacy media
  - Social media (just Facebook and maybe Instagram)
  - generally more personally prepared
- Generation X,Y and Millennials
  - Digital native
  - Email, text messages, instant messages, social media
  - Facebook (view only, some interaction), Twitter, Instagram, Snapchat, TikTok and on and on...
  - Must self-identify with content, must relate to message
  - Short attention spans
- Generation Alpha
  - Will look at a printed calendar ironically for the retro experience.

# Traditional PIO



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- Traditional communication methods can serve to inform modern abilities to engage residents
- The news release(s) can be the coordination tool to create:
  - Social media content
  - Call center information
  - Executive talking points
  - Website content
  - Graphics
  - Multimedia



# Instantaneous Interactions



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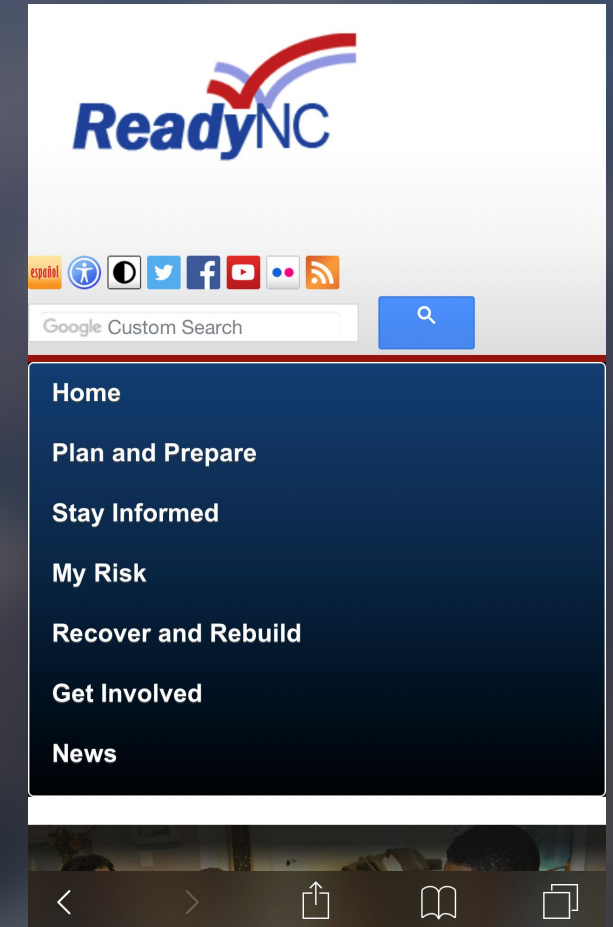
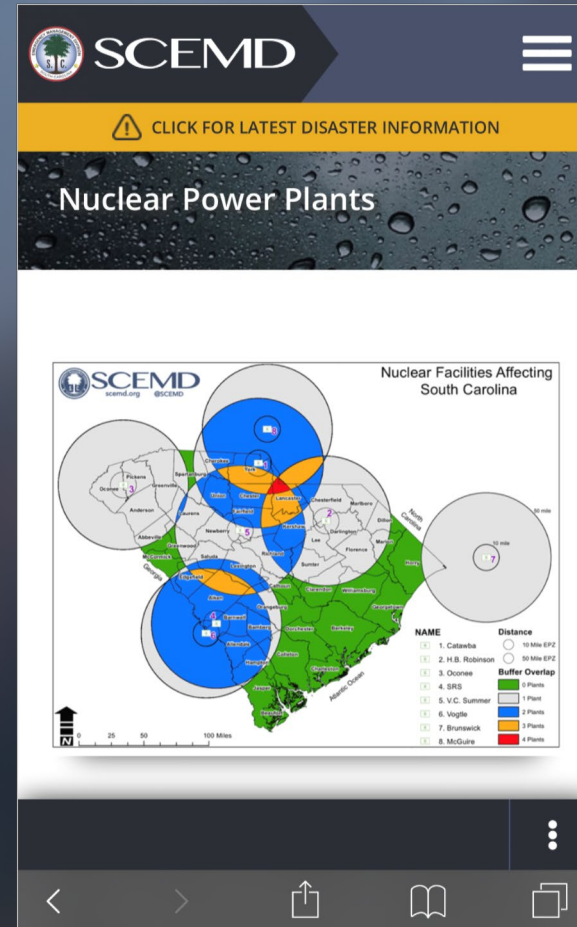
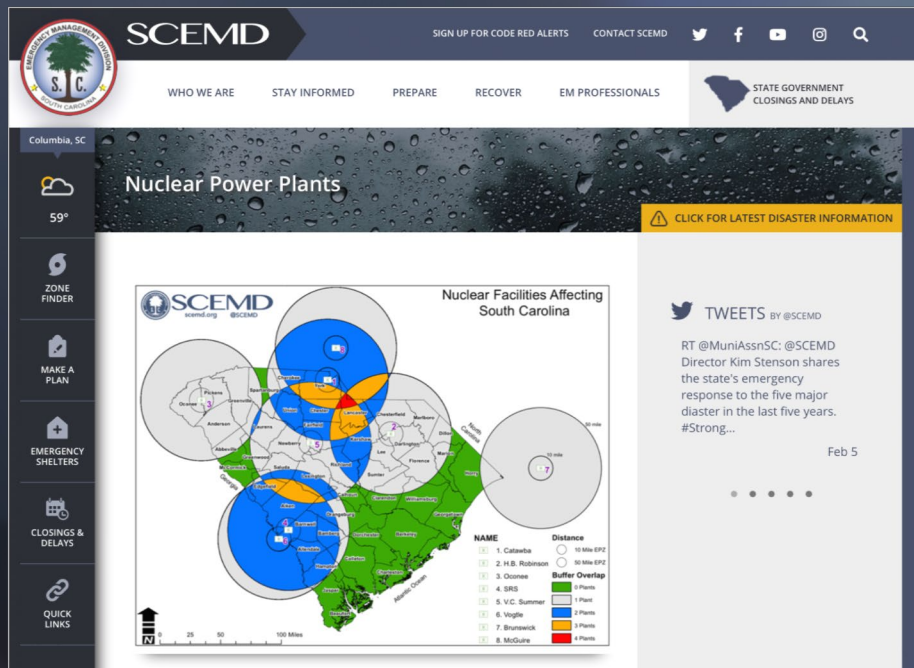
- Can not assume residents have seen prior content
- Expect information to be right there when they need it how they need it.
- Traditional methods right along with modern
- Misinformation will be faster

# Website



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- Majority of information consumers view online content via mobile devices

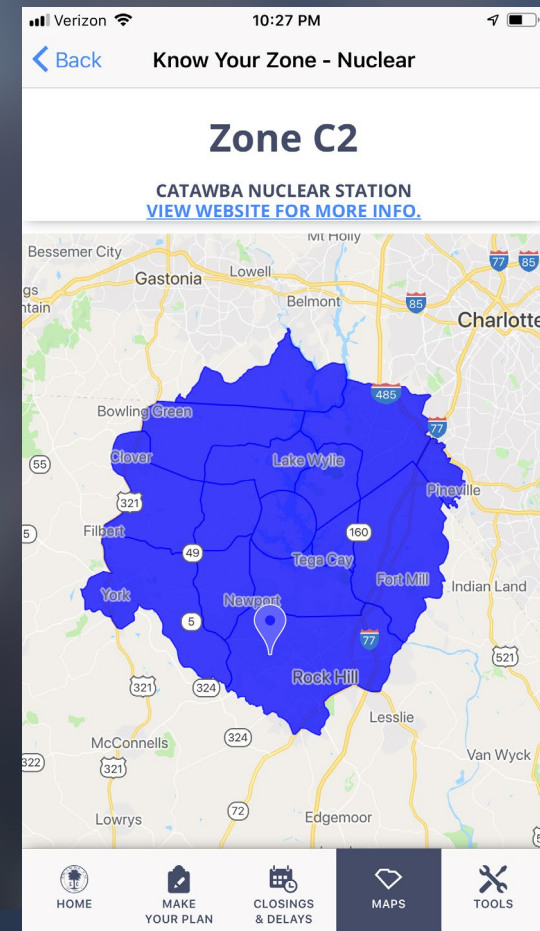
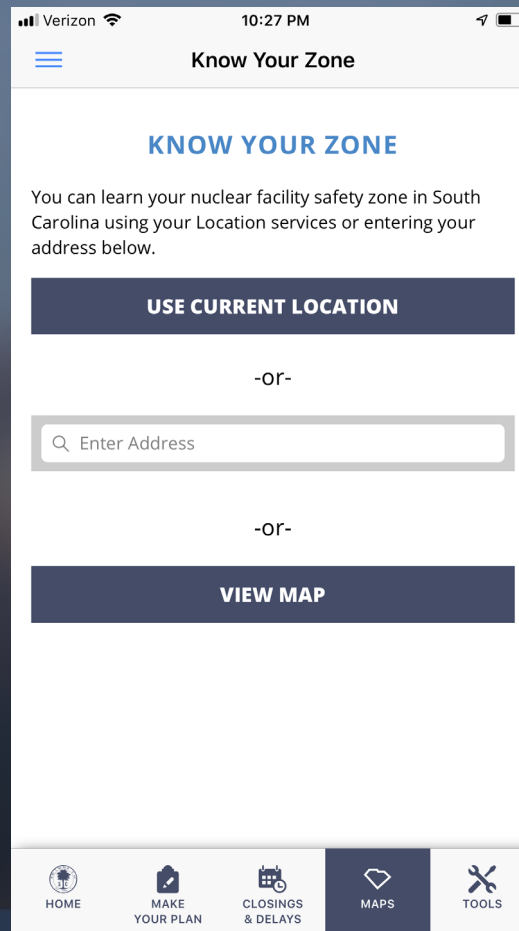
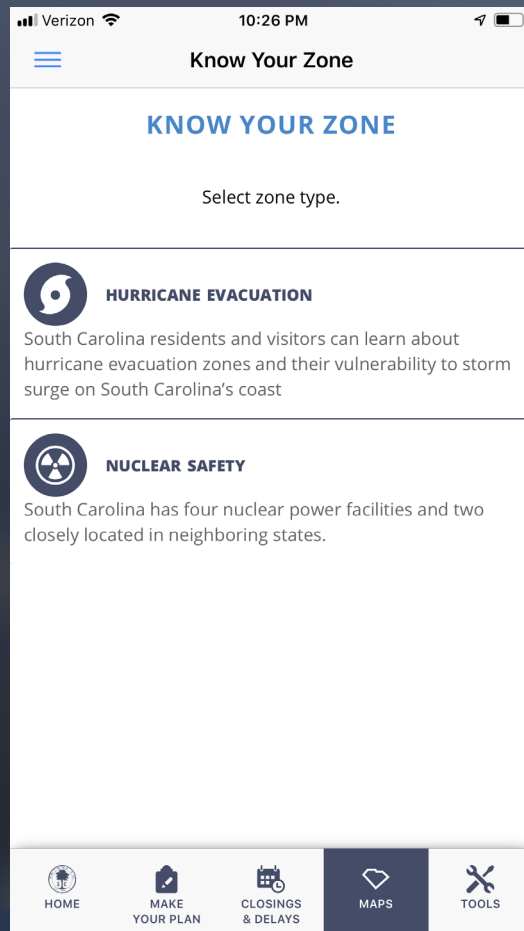


# Mobile App



# SCEMMD

- Know Your Zone... instantly



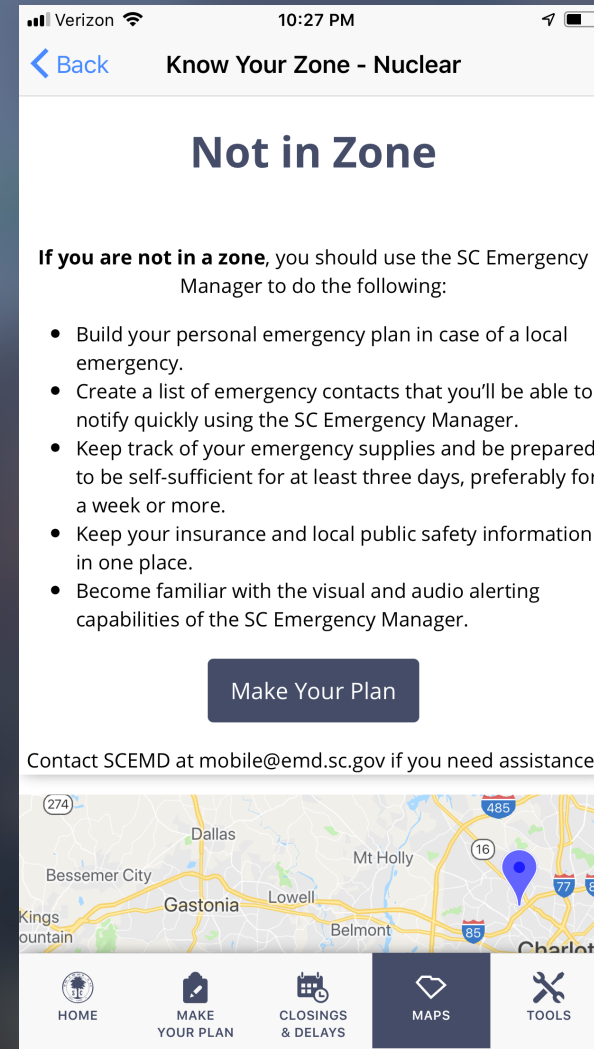


# But also...



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- The majority of direct communications have been with people outside the incident area if there are evacuations.



# What can we do?



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- Coordinated efforts in person and from afar
- Encourage use of official verified information before, during and after
- Assume people will respond in every way you can't imagine.
- The way you message to specific populations can guide the way you message to everyone.



# Contact Us Anytime



# SCEMD

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