



The Future of Alert and Notification

Kevin Petty

“Responders told us they believe that the general public wants instructions about what to do, but that people may not receive or understand the directions government agencies give them. In part, responders say, this is because governments rely heavily on mainstream media. Many people don’t pay attention to mainstream media, and therefore don’t get the information.”

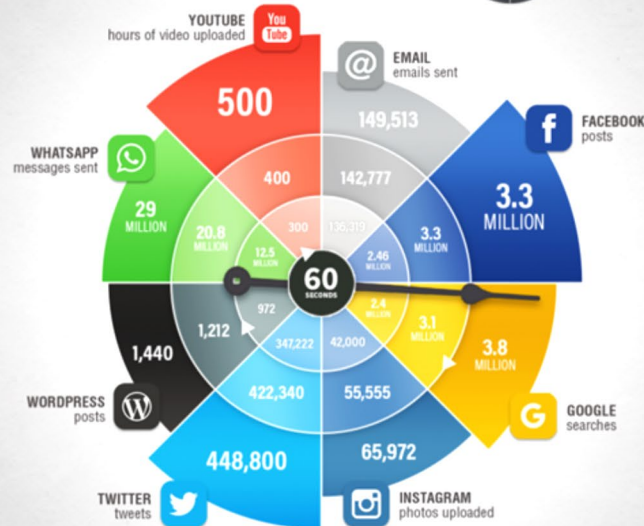
The rational for change

- Over 50% of the population is under 30 years old.
- 53% of millennials would rather lose their sense of smell than technology.
- 2 in 3 people get their news from social media
- By 2020 video will account for $\frac{3}{4}$ of mobile usage
- Every second two people join LinkedIn.
- 93% of buying decisions are influenced by social media.

Socialnomics 2018

What Happens Online in 60 Seconds?

Managing Content Shock in 2017



The world has fallen in love with social media and now automatically turns to online platforms to research and buy products and services. This gives fantastic opportunities for marketers to engage audiences and encourage content sharing, but also gives huge challenges of getting cut-through and keeping up-to-date ourselves!

What happens online in sixty seconds?



HCSOTexas 
@HCSOTexas



IMPORTANT: If you are awaiting rescue, hang a towel or sheet prominently so we can find you. Addresses are hard to spot.

[#harvey](#) [#hounews](#)

10:12 AM - Aug 28, 2017 · Houston, TX

♥ 33.5K 💬 41.1K people are talking about this



U.S. Coast Guard 
@USCG



To report a [#harvey](#) emergency you must call numbers below or 911 for assistance. If busy keep trying. Do not report distress on social media pic.twitter.com/2YROOVWwDk

7:04 PM - Aug 27, 2017

♥ 3,205 💬 4,802 people are talking about this

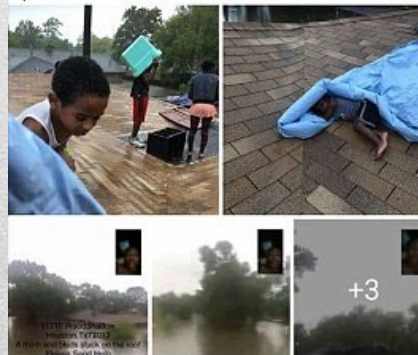


← Photos from Tiffany Nicole'...



Tiffany Nicole added 7 new photos.
5 hrs · Houston, Texas ·

Anybody please my friend is losing his faith she feels like they're running out of time they are at [redacted] Houston, TX 77013 please she has 5 kids



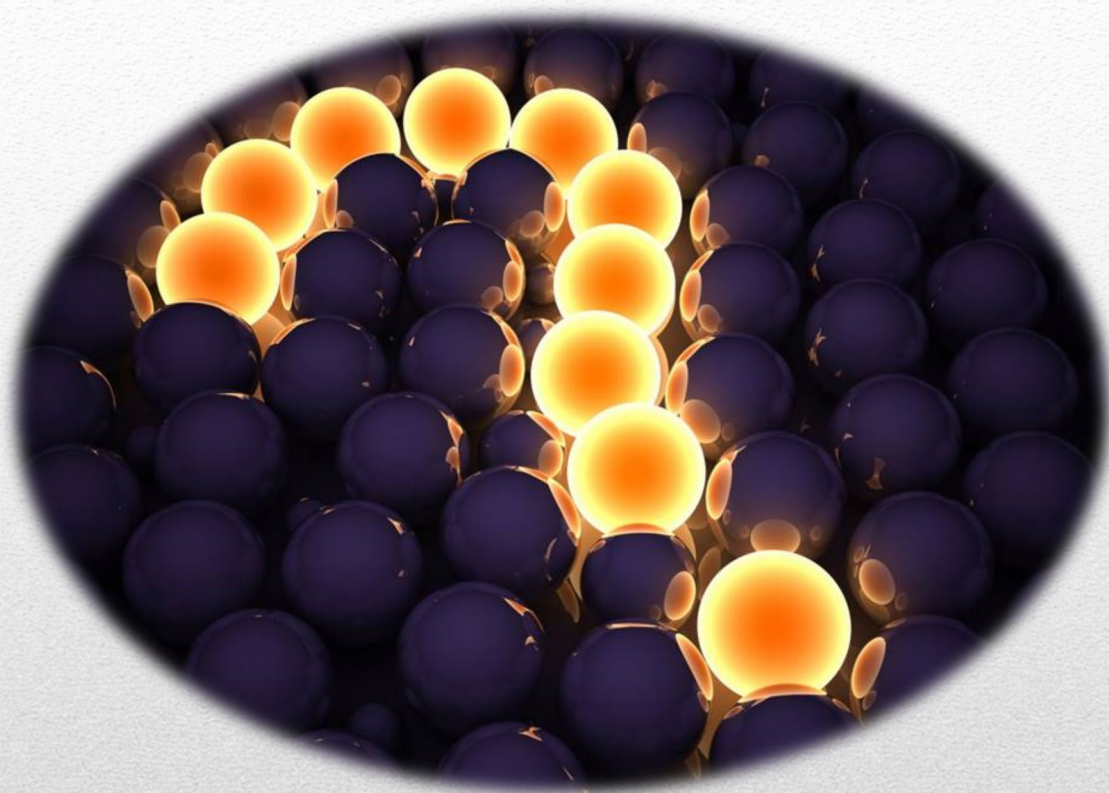
Yolanda Smith
10 mins · Houston

STILL TRYING TO GET A WATER RESCUE TO [redacted] TALTON THE WATER IS EVEN HIGHER AND THE LIL GIRL ON VENTILATOR PLEASE SEND SOME HELP QUICK



1

1 Comment · 6 Shares · Seen by 12



Questions



Contact information

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Thank you
