PUGET SOUND
FirstToSee™

*The power to see more through their eyes.*

Social Media Grant

- FEMA Port Security Grant, FY08 & FY12, Enhancing Maritime Security by Engaging Emergency Preparedness/Response Partners and the Public Through Social Media Applications

- Grant awarded to Pacific Northwest Economic Region (PNWER) and Pierce County

- Focus is on providing social media information to governments and agencies

Advisory Board Partners

- US Coast Guard
- Port of Everett
- Everett Emergency Management
- WA Fusion Center
- Port of Bellingham

- WA Ports Association
- WSDOT Ferries
- PNWER
- Pierce County
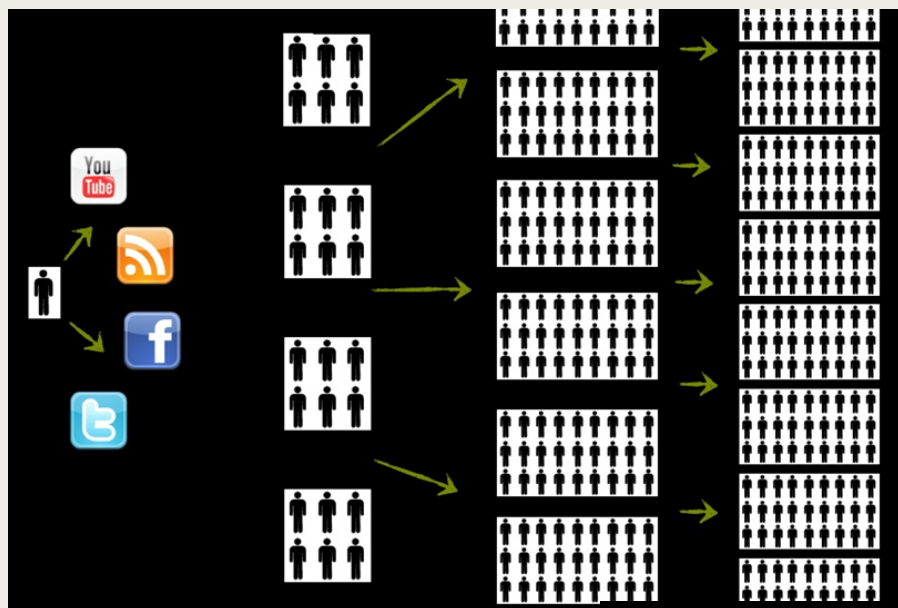
Why Social Media

Like
Share
Follow
Tweet

"Social Media are obviously about **more** than how we **reach out** to the public and educate the public...It's about the public talking to us. It's also about the public talking to the public."

Nathan Huebner,
US. Center for Disease Control

Business Value

- **For Responders:**
  - View a more complete and common operating picture
  - Increase situational awareness with photos and maps
  - More immediate and real-time information
  - Know what the public is thinking, see trends early
- **For the Public:**
  - Feel more helpful and less helpless
  - Contribute in a valuable way to emergency response
  - Know the data is going to a central location to the right officials

The System Architecture

FirstToSee App

SwiftRiver Social Media Aggregator
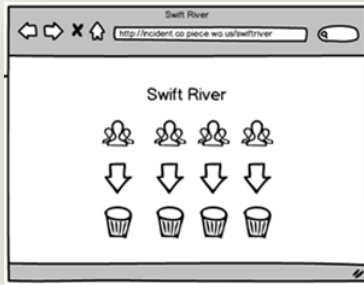
Web Page
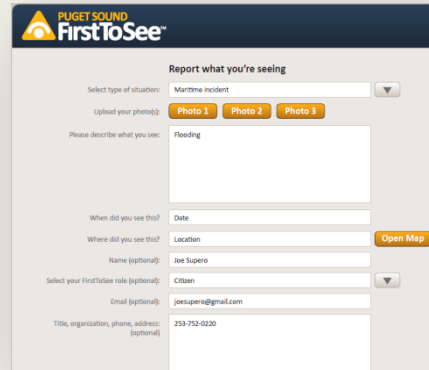
CrowdMap
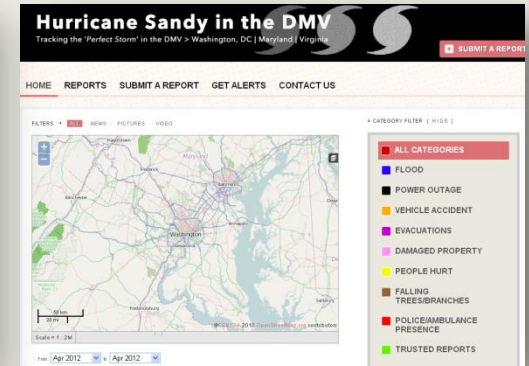
Public & Trusted Users

FirstToSee Mgt System

Database
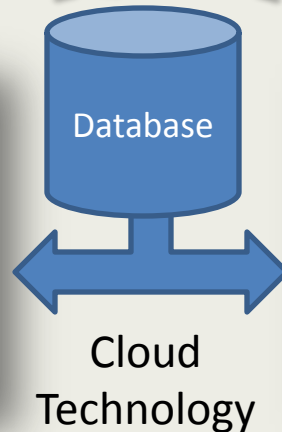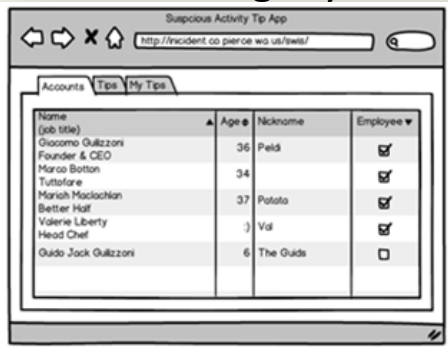
FirstToSee Map Interface
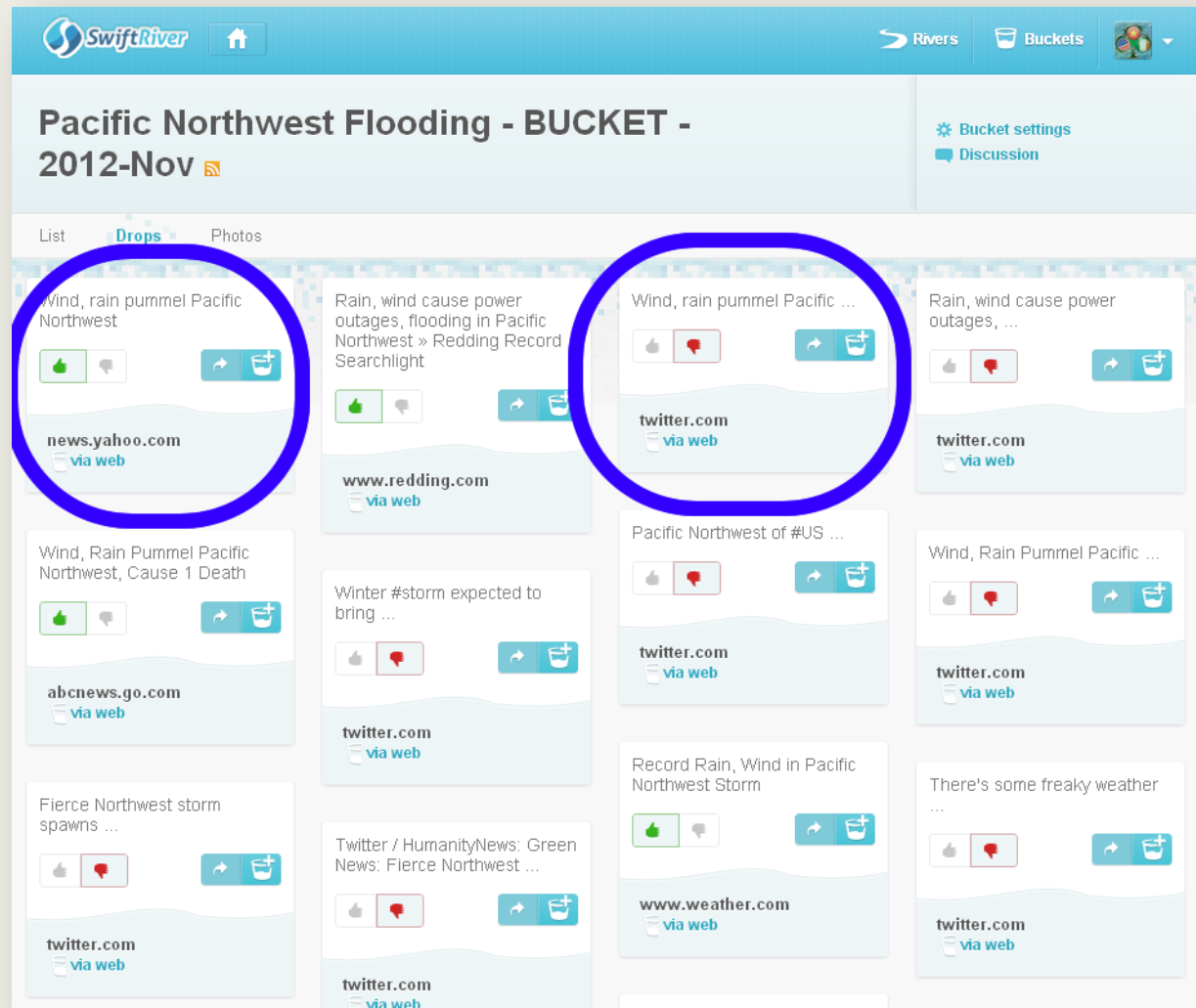
Cloud Technology

6
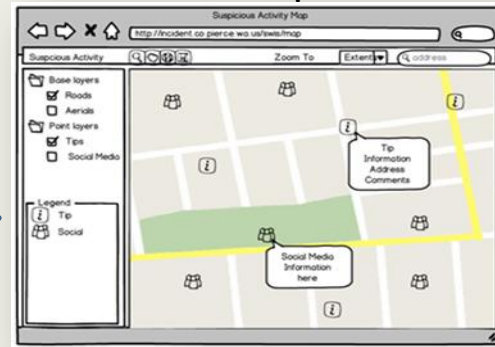
The Smartphone App
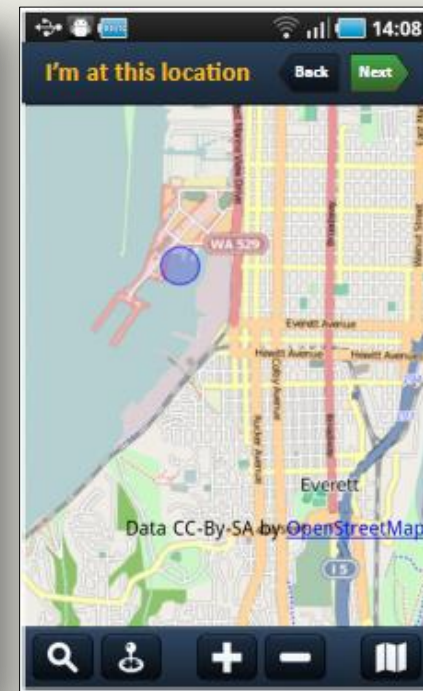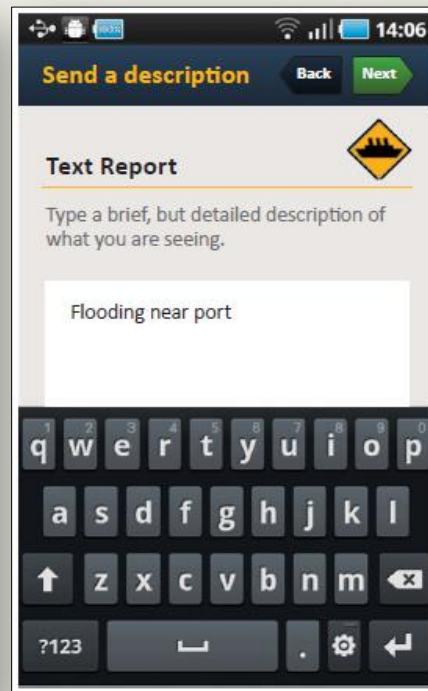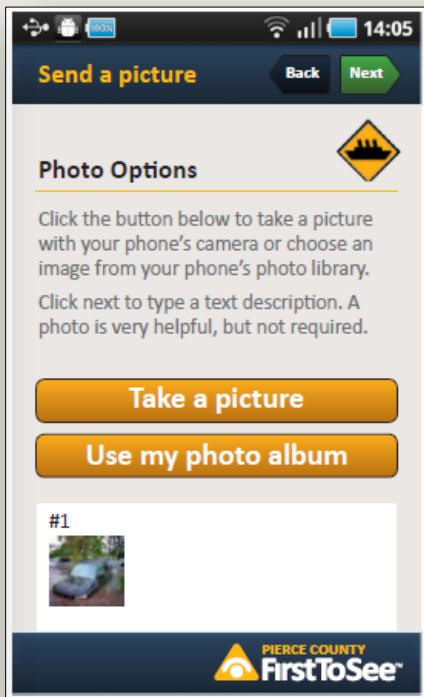
iPhone and Android

Social Media Aggregator

Use natural language translation or put drops into buckets to categorize social media data

Ability to Filter and Search Dates

SwiftRiver's advanced data management functions allow users to easily organize incoming information.

Your Agency's Secure System Access
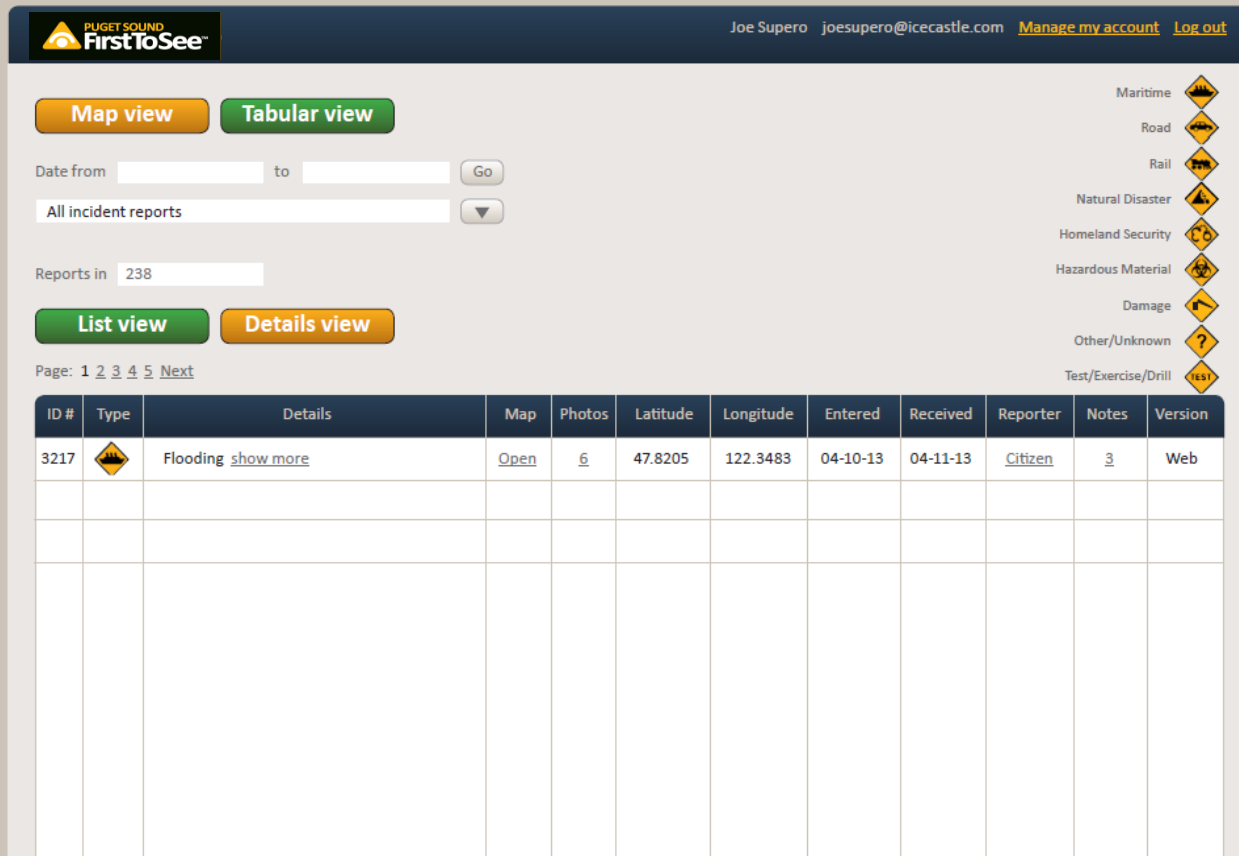
Report Incidents in Tabular View

Combines data from SwiftRiver and from the Mobile App

Report Incidents in a Map View

Common Situational Awareness

Smartphone app and social media reports
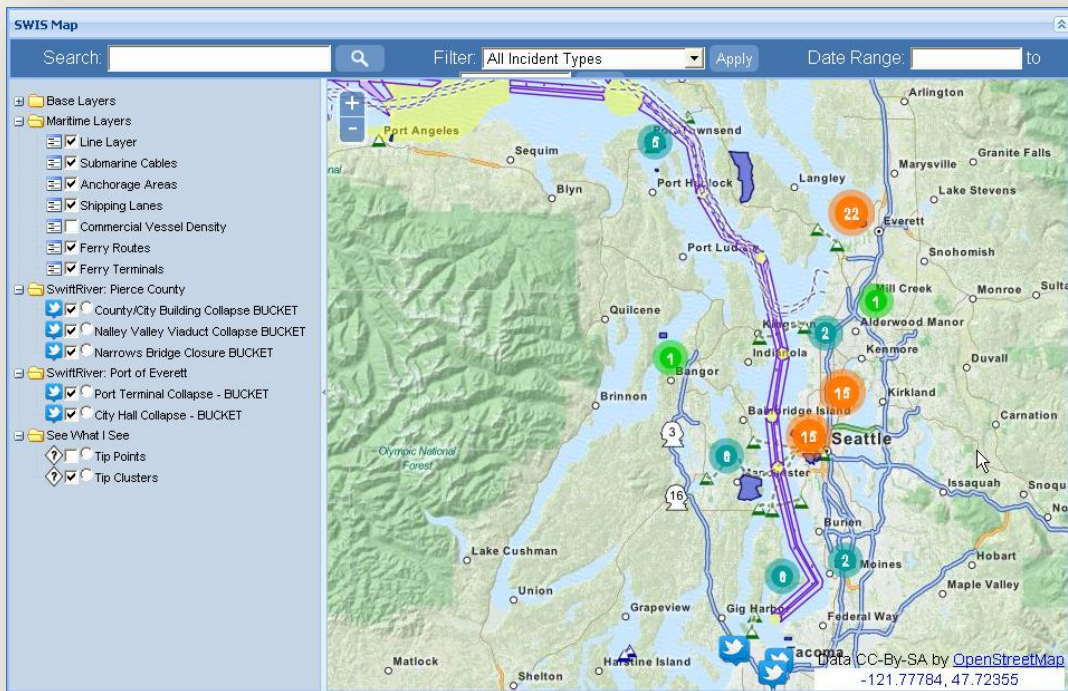
Turn on or off layers of information, including buckets
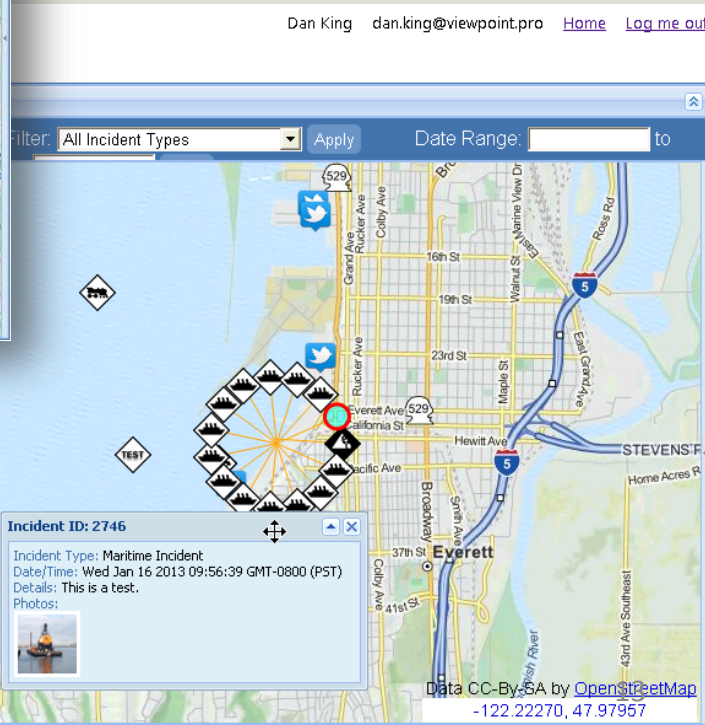
Possible Concerns about Using FirstToSee

- Can't trust social media information
  - *There will be unintentional or intentional misinformation in the data stream but you are looking for multiple common reports about a situation.*
- We don't have time to look at more data
  - *Phone calls to EOCs is decreasing, while social media use is exploding. Without this data stream you could be missing very valuable and timely information.*
- The system will be difficult to use in an emergency
  - *The App is easy to use and the SwiftRiver social media aggregator can be set up in advance.*
  - *The system can be used for daily operations*

Benefits for the Emergency Community

- The power to see more through their eyes
- Add social media to your situational awareness and gain a more complete and common operating picture
- More immediate and real-time information
- Know what the public is thinking, see trends early
- Give the public a way to contribute in a valuable way
- Creates a single database for photos and reports from the public that can be reviewed for assessments

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